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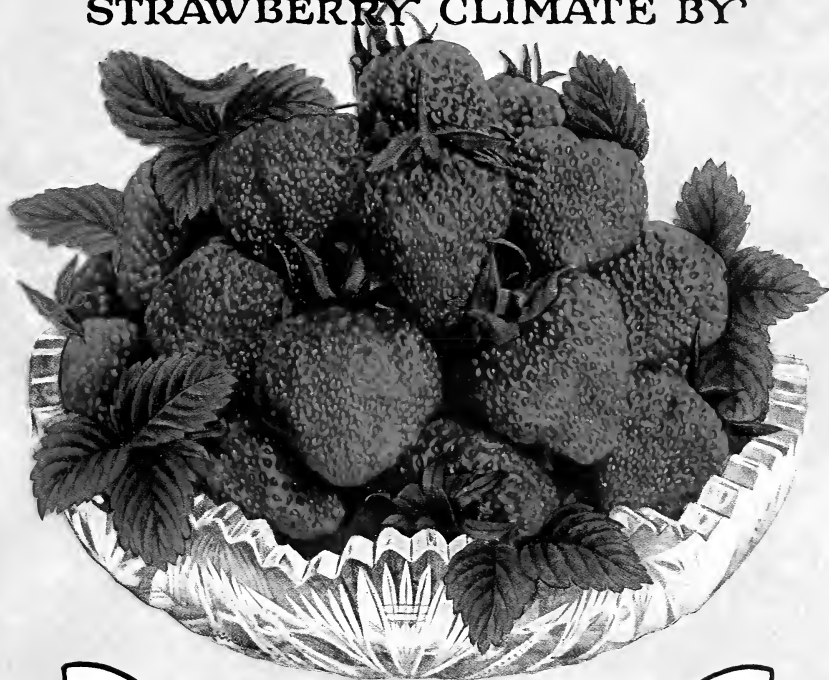


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PURE BRED STRAWBERRY PLANTS

GROWN IN A NATURAL
STRAWBERRY CLIMATE BY



LADY CORNEILLE

W. W. THOMAS
The Strawberry Plant Man
ANNA, ILL.

SEASON 1917

27 YEARS

General Information

LOCATION.

I am located in Southern Illinois, about thirty-six miles north of Cairo, and about 100 miles south of St. Louis. This location is in about the same latitude as Richmond and San Francisco.

SHIPPING SEASON.

My regular shipping season commences October 1st. However, I am sometimes able to send out some plants in September. This, however, depends upon season and weather. I continue digging and shipping during the entire Fall, Winter and Spring until May 1st or later. I am sometimes delayed a short time by freezing weather during the months of January and February, but usually able to ship any time during these months.

PLANTS BY MAIL.

I make a specialty of sending plants in small quantities by mail. Those wishing to obtain a few of one or more sorts can order in this manner. See my price list for postpaid rates.

EXPRESS RATES.

The classification on strawberry plants is such as to enable me to secure very low rates to all points, and as I pack very light in baskets or crates, the express charges are less than might be supposed. Seven baskets are usually billed out for 100 pounds. Crates vary in weight according to size.

FREIGHT SHIPMENTS.

When cold weather sets in in November, I can ship plants all over the country safely by freight. The colder the weather, the better they will carry. I would advise those who want plants for early Spring to get them in November, December, January or February shipped by freight and heel them in until Spring, when they are ready as early as you wish to plant them.

TERMS OF PAYMENT.

Cash with order unless otherwise especially agreed. Plants will be sent C. O. D. when one-third of the amount accompanies the order.

REMITTANCES.

May be made by New York, Chicago or St. Louis Draft, Postoffice or Express Order or Registered Letter.

ORDER EARLY.

Do not delay sending your order until you are ready to plant, but order plants as soon as you know you will want them.

GUARANTEE OF GENUINENESS.

I exercise the greatest care to keep my plants pure and true to name, and hold myself in readiness to replace, on proof, all stock that may prove otherwise. But it is mutually agreed between the purchaser and myself that I shall not be liable for any amount greater than the original price of the goods.

INSPECTION.

A certificate of inspection from the State Entomologist will be attached to each and every package of plants.

NO CHARGE FOR PACKING OR PACKAGES.

I make no charge for packing or for packages, whether baskets or crates.

ALWAYS WRITE YOUR NAME THE SAME.

Always write your name plainly and the same to your order and all letters.

SPRING PLANTING SHOULD BE DONE EARLY.

When planting in the Spring plant just as early as possible. You will get better results.

REFERENCE—ANNA NATIONAL BANK.

The Thomas Idea— What It Accomplished



QUARTER of a century devoted to breeding and producing strawberry plants is the record I present to you. A record to be proud of, especially when so many things have been achieved. Not only has my business grown from a very small and meagre beginning of less than an acre devoted to strawberry plants to an establishment that is the largest of its kind in the world, but the thing I am most proud of is the developing of the system of breeding up the strawberry so that the plant becomes more powerful, so to speak, and is thereby enabled to produce more and better berries, increasing the earning power of each plant.

Twenty-five years ago I commenced producing strawberry plants in a small way, believing at that time there was a great field to be developed in the production of better strawberry plants. The fruit growers of those days believed a strawberry plant to be a strawberry plant, no matter how much the plant had been neglected or abused, one plant being considered as good as another. No one then thought of improving the strawberry by any means of selection or environment. The growers of those days talked of varieties running out and becoming degenerated, but no one attempted to improve or build up the varieties then existing. Occasionally some one would discover a chance seedling growing in a fence row or some neglected place that showed merits and those were cultivated and were introduced from time to time. No one was producing new varieties by means of cross pollenization and no effort was made to advance their standard by selection.

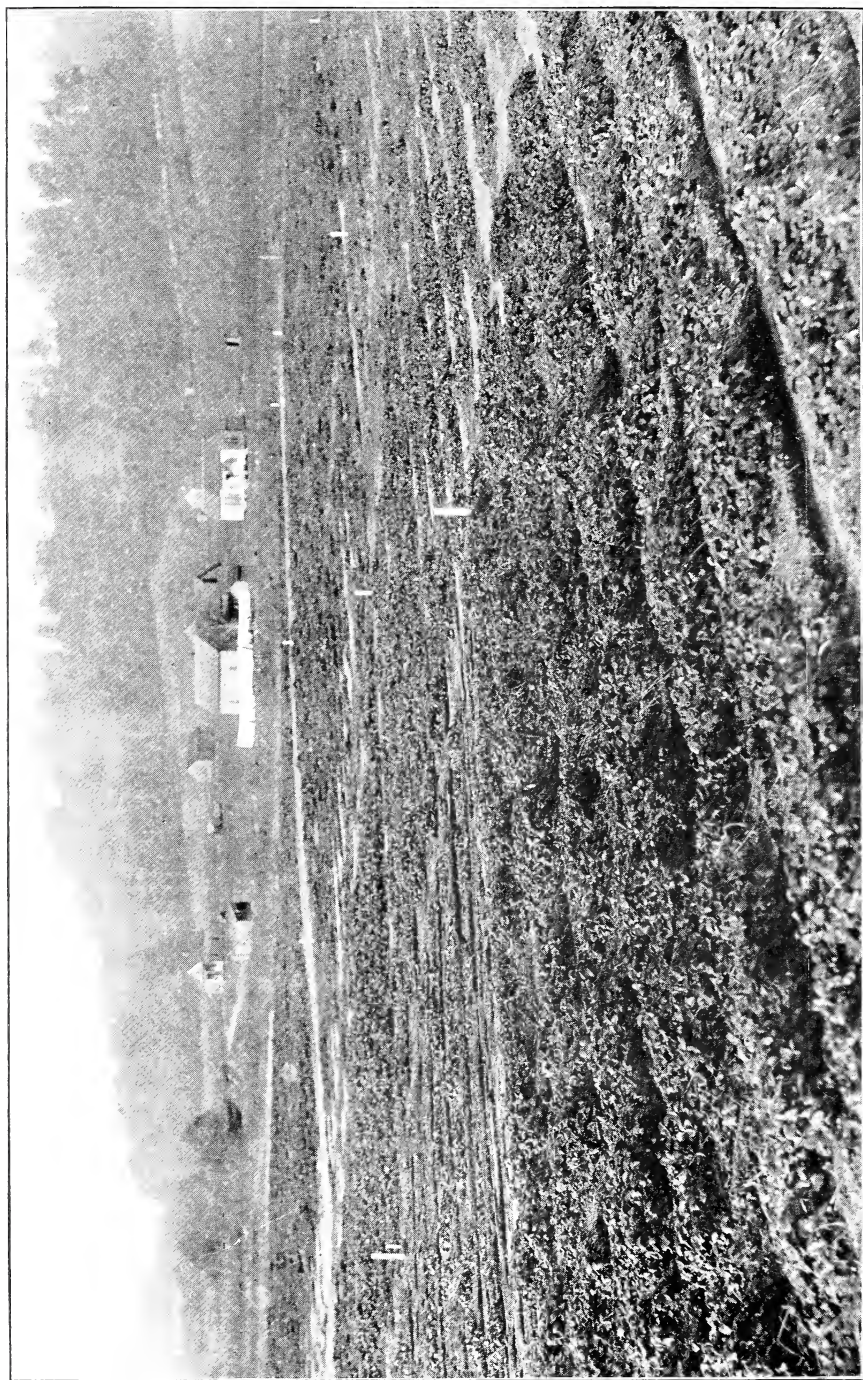
When I was a boy on my father's farm I noticed that some plants would show better bearing qualities than others of the same variety, and had more vigor and stamina. I thought and wondered at this many times while picking strawberries and working among the plants. I believed in my boyhood days that there should be some method of selecting the best from the best, whereby there might be brought about a constant improvement, and when I commenced the growing of strawberry plants it was my earnest desire to discover some method of selection that would accomplish this result. Year by year I experimented in the selection of plants. I studied these results very closely. I felt that I was accomplishing something. It was not long until growers using my plants began to tell me of the wonderful crops they were producing and how much better these crops were than when they used other plants of the same variety. This encouraged me greatly and I redoubled my efforts.

Was it not reasonable that selection had a great deal to do with improvement? Was it not reasonable that the plant which showed the greatest fruit producing qualities and the greatest stamina and vigor was more valuable as a producer of berries than the plant lacking in these characteristics? Thorough tests proved my theory to be correct and that it had become a success, having passed the theoretical stage. Year by year I have been growing and watching, studying and experimenting, and I have been rewarded by knowing that a constant improvement was being accomplished.

A theory born 25 years ago has developed into facts that have raised the standard of strawberry production and greatly increased the earning power of the strawberry plant. The perfecting of this method of producing better plants has been the cause of the wonderful growth and development of my establishment which, during these twenty-five years, has been marvellous.



The Strawberry Plant Man



The Breeding Bed

Breeding Strawberry Plants

THE breeding bed is where I grow plants one season to be used the next Fall and Spring to plant the fields from which I dig and ship plants. It is planted with selected plants, the choice of all the plants from the previous breeding bed. An individualized plant by plant selection is made with great care for this purpose, only those showing the most vigor, vitality, and characteristic hereditary traits of the ideal parent are used. Before the plants in the breeding bed are planted in the fields the same careful selection will again be made for next year's breeding bed. After these selections have been made the remaining plants are used for planting the fields from which plants are sold, thus a continuous improvement is going on all the time. As part of the plants selected for the breeding bed are each year planted into a test bed, part of the selections for breeding purposes are made from the test bed.

My experiments and observations have clearly shown that there are variations in strawberry plants. I have found that there are some plants which show a strong tendency toward betterment, when this is encouraged by my method of selection the improvement is soon noticeable. It is true that some plants of the same variety do not possess equal energy and fruit producing qualities and gradually become degenerate. This is where the proper knowledge of selection of plants is necessary to build up the strawberry.

Variations

WHILE it is the general tendency of all strawberry plants to reproduce themselves unchanged, yet many variations can be noted. While the variations may be slight, yet every plant to the close observer differs in some way. The power of transmitting its characteristics vary. Some parent plant will be found that seems to transmit to its young plants all of its characteristics, yet usually some variations can be noted. Others do not seem to transmit their characteristics so closely, yet with careful selection the ideal of the variety may constantly become more perfect and greatly improved.

It is true that environments have much to do with the variations in plant life. It is also true that variations in fertility and soil have much to do with the variations of some of the characteristics of the plant. Climate, too, will sometimes produce a wonderful variation in the plant and its fruits as will latitude and altitude. Some varieties of strawberries originated in the North are a total failure in the South and some of the Southern varieties are a failure in the North, yet the opposite is sometimes the case, therefore the latitude and climate are powerful factors in the variation of the strawberry. Sometimes the variation in the plant is so pronounced and different from the parent that it is commonly known as a "sport," and from these offspring a distinct variety is sometimes produced.

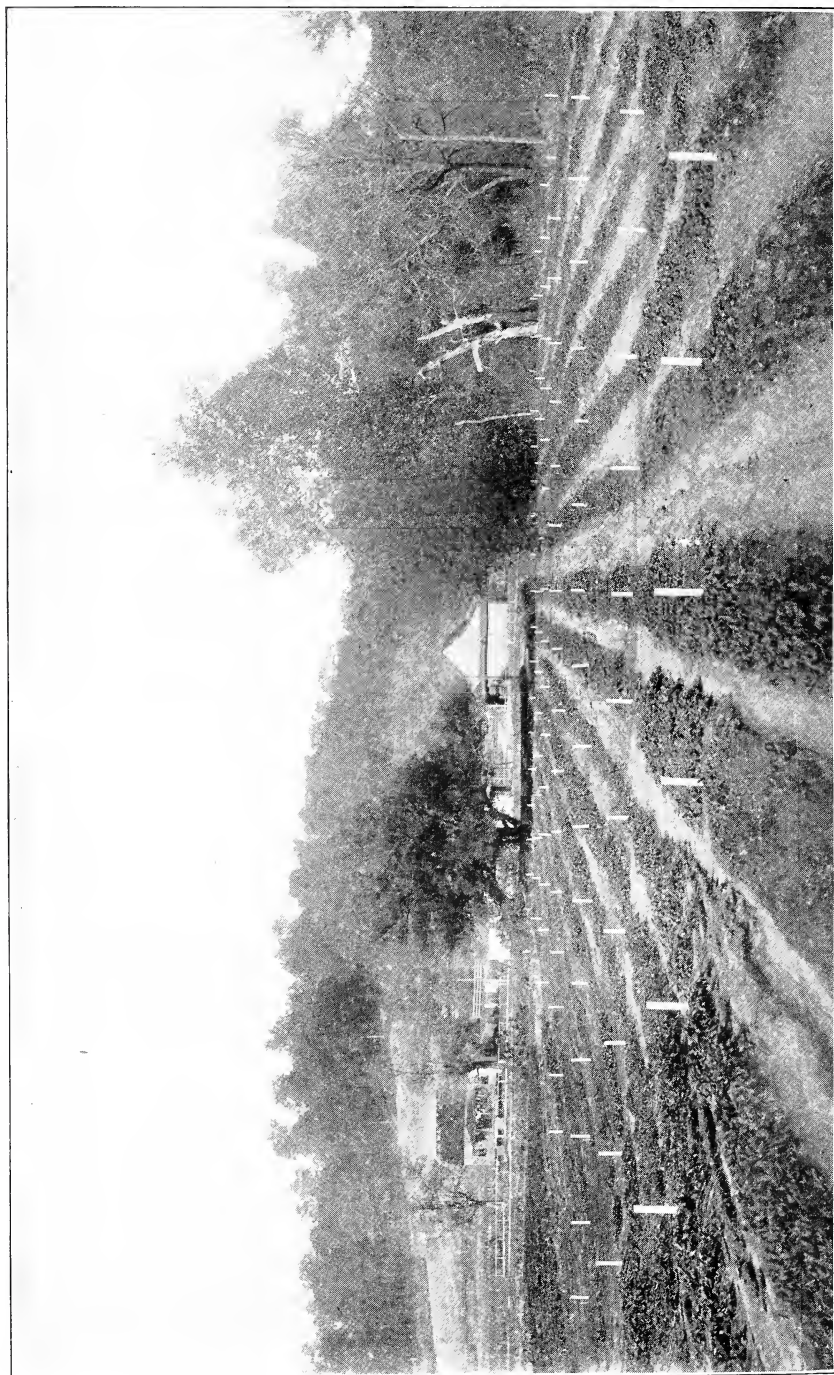
It is an undisputed fact sustained by all eminent authorities on plant breeding that the law of heredity in plant life is not proof against variation.

Selection

THE improvement of the strawberry by selection is no longer considered theoretical when the selection is scientifically performed; however, the improvement is slow and requires a constant and continual selection to produce noticeable results. It is only by this constant and continual selection of the best from the best that improvement is accomplished.

By the same method of continued selection a short and a tall growing variety of corn is perfected. Much has been accomplished in the breeding up of the strawberry by selection and much more will be accomplished. There is no way in which a particular characteristic in a plant may be forced, but we must accept what nature gives us, therefore the accomplishment of any particular improvements in the berry must come from continued selection.

My experiments in the selection of strawberry plants for improvement is carried on in the test and breeding beds where the vitality, stamina, fruit-producing qualities, various characteristic and hereditary qualities and variations are closely watched and studied.



Test Bed—160 Varieties

Test Bed

SCIENTIFIC testing of results coupled with scientific breeding is absolutely essential in the production of PURE BRED PLANTS. In the test bed the past year I had 160 varieties comprising all the promising new and successful old varieties. All these were carefully watched and a record made of their behavior, fruit-producing qualities and general characteristics.

Any one interested in strawberry growing or a lover of nature could spend a few hours in this test bed profitably and pleasantly, at any time, more especially in fruiting time. We had many distinguished and interesting visitors at the plant farm during the past summer and the test bed was the most interesting part of the farm to all. A great amount of information can here be obtained as to the peculiar characteristics of the various varieties. It is an interesting study.

My test bed to be planted this Spring will comprise about 300 varieties.

A Natural Strawberry Climate

FROM the meager business of the early years of strawberry plant growing my business has increased to require the annual plant production from more than 200 acres of a large farm of sandy loam in Dutch Creek Valley, just a few minutes' drive from Anna, and only a few miles from the Mississippi River. From my residence in Anna can be seen the hills of Missouri, as well as the highest point in the state of Illinois. And from the topmost point in Anna, where my residence is located, you can look in no direction but what can be seen hillsides and valleys on which and in which the strawberry flourishes as only a plant in its natural home can prosper.

With all the advantages enumerated there is not one more important than the fact that I offer you plants grown in an ideal climate—a strawberry climate. It is easy for anyone to know that plants so grown are sturdy and transplanting will not, nor does not in a noticeable measure, interfere with their growth, development or fruit production.

Anna is in a natural strawberry climate, and this fact emphasizes in an indisputable manner my claim to the production of unexcelled, unequaled plants.

My location, which is so favorable for the production of strawberry plants, has a great deal to do with their quality. This location has more favorable conditions for the production of strawberry plants of the highest quality than any location in the United States. The soil, climate and seasons are ideal for this purpose. My plants are sought after by growers from the Southern States because they have more vitality, more energy and better bearing qualities than those grown in the South. My plants have the needed rest and dormant season which nature intended the strawberry plant should have and which is very essential to their bearing qualities. For these same reasons my plants are also in great demand in Southern California. These facts are supported by numerous testimonials which I receive from these sections. In these localities my plants produce crops that are a matter of wonderment to the growers. My plants also have many advantages over those grown in the far North, East or West, because of the climate, soil and other favored conditions of this locality that do not exist elsewhere. The black, heavy soil of the West, the extreme cold of the North, the unfavorable conditions of the East are but few, of the many things that make my plants superior to those grown in those sections.

Environments here are ideal and unexcelled for the breeding and producing of strawberry plants and the influence of the environments on the plants have much to do with their success.

Shipping Facilities

Anna is centrally located, which gives us easy access to all parts of the United States. Here we have fast trains, which deliver goods across the country in all directions.

We get special discounts from the regular express rates, which make the cost of transportation by express cheap.

We have here at Anna and Jonesboro the Southern, American and Adams Express Companies, and Illinois Central and Mobile & Ohio Railroads.

Jonesboro, the county seat of this (Union) County, immediately adjoins Anna, and the two are almost one and the same city. Shipments made from either Anna or Jonesboro.

Labor

Most of my help both in the field and packing house have been in my employ for years, some as long as eighteen years. This should signify that my help is very proficient and experienced, which is worth a great deal in conducting a business of this kind. One thing that my foremen and myself always insist on is that all employes be treated fair and right, and we therefore have been able to secure the best class of help and they receive the best of wages.

Digging Strawberry Plants by Mule Power

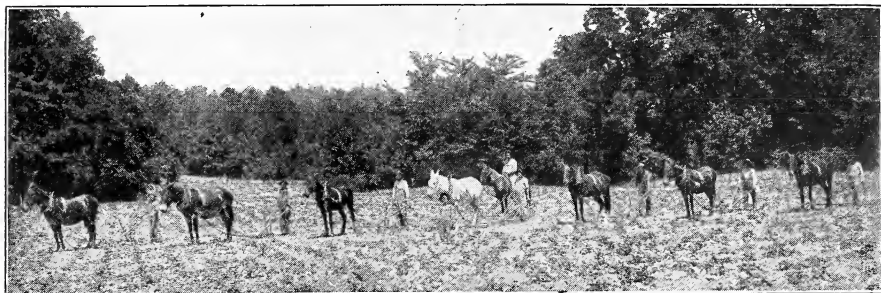
Mine is the only plant growing establishment that digs plants with mule power. This digger is drawn by four large mules and there is nothing to compare with it in digging plants, as it goes deep in the ground under the plants and takes them out with all the roots. This does away with leaving half of the roots in the ground as is the case when dug in any other way. The soil under which the digger is run is elevated and pulverized and the plants are easily raked together with forked hoes by men who work right after the digger. They are then placed in sacks and labeled, and taken at once to the packing house.

Packing Strawberry Plants

As soon as the plants are received at the packing house all the dead leaves and runners are removed, the roots straightened and plants counted and tied up in neat bundles of twenty-five each. They are then packed in light baskets or crates, with roots well packed in damp moss. They are kept in the cool cellar until a short time before the express is due. Thus packed and handled, you get your plants fresh and in fine condition.



A Shipment for the Express Office



Cultivating Strawberry Plants on the Farm

Cold Weather Shipments

I have always advised my customers that cold weather is the most favorable time for shipment of strawberry plants. It does not hurt them to freeze in transit, when packed as we pack them, so long as they are allowed to thaw out **before packages are opened**. If they should be frozen when received, place them in cellar or room until thoroughly thawed out, but never place them near a stove or boiler. They should be allowed to thaw out gradually as in a cool cellar. It is far better to receive plants when the ground is still frozen than in warm weather, as there is no danger of the plants heating in cold weather.

Our Packing Moss

I use nothing but the very best florist's sphagnum moss, thoroughly cured, so that it contains no heating qualities. It is the best and the only packing material that should be used for packing strawberry plants. This moss is capable of holding moisture for a long time and when the roots of the plants are packed in this moss in the thorough manner in which we pack them they will carry a great distance safely and in splendid condition.



The above picture shows a load of the finest florist moss on the way to the packing house. Several carloads of this moss is required each season for packing my plants.



Carload Shipments

The above picture shows the loading of a carload of strawberry plants. We ship a great many plants in straight carload lots, especially our California shipments. We assemble all of our California orders and ship in carload lots, direct to Los Angeles, and distribute from there; this gives the purchaser a lower rate than if shipped by express and much quicker service than if sent in local shipments. We have been shipping to California for years in this way with the best of results.

Testimonials

In this catalog will be found a few of the many letters I receive in praise of my plants. These are from all parts of this country and adjacent countries. Would like for every one who receives this catalog to read these letters.

They present proof positive that Thomas Pure Bred Plants are best.

Photographs

I would be glad to receive photographs from any of my customers, of their strawberry fields or patches grown from my plants, of picking or shipping scenes or anything pertaining to strawberries grown from my plants, so that I may use those that are suitable in my next catalog. I expect to reserve several pages for this purpose. A collection of photographs of this kind from all parts of the country would be very interesting to all those interested in strawberries.

Number of Plants Required Per Acre

24 x 12 inches apart.....	21,780 plants	42 x 24 inches apart.....	6,225 plants
24 x 24 inches apart.....	10,890 plants	48 x 12 inches apart.....	10,890 plants
36 x 12 inches apart.....	14,520 plants	48 x 18 inches apart.....	7,260 plants
36 x 24 inches apart.....	7,260 plants	48 x 24 inches apart.....	5,445 plants
36 x 30 inches apart.....	5,800 plants	48 x 30 inches apart.....	4,400 plants
36 x 36 inches apart.....	4,840 plants	48 x 36 inches apart.....	3,630 plants

Complaints

We all get them, there is no use denying that. We all make mistakes. I don't deny that either. Now these mistakes can be corrected without you or I getting mad, if the matter is taken up in the right way.

Now if you have a complaint to make, write a kindly letter all about it, and the matter will have prompt attention. A complaint made in this way is balm to the weary STRAWBERRY PLANT MAN who has been working almost day and night to keep plants going out to his customers during the busy season, so much different it is to the complaint that threatens you to all kinds of dire things, including lawsuits and Postoffice Inspectors.

When a man has been getting up at four o'clock in the morning and working until eleven o'clock at night for about six weeks, as I did the Spring of 1914, one is not in a very receptive mood for complaints that rub the hair the wrong way. Don't you know that a complaint made in a kindly way will get quick and ample results? Why can't all who feel they have just cause for complaint write about it without getting mad?

Rush Orders

I have always urged the placing of orders early with permission to ship the plants early, but so many people will wait until spring is here and they are ready to plant before sending their orders, then they ask you to make immediate shipment expecting their order to go out at once, ahead of those who have wisely sent their orders early. Why cannot people be a little more considerate? Why can they not send in their orders early? Usually we can send orders out any time during January, February and March. Now if you do not intend to plant until April why not send your order early and permit me to ship it at any time when weather will permit digging during February or March. It does not hurt plants to freeze up in transit when properly packed, in fact they will go through in the coldest weather in perfect condition. If frozen up when received, a few days in the cellar will thaw them out, when they can be unpacked. If freezing weather should be prevailing and prevent heeling in, plants can be kept in a frozen state until such time as they can be heeled in. Your plants are then ready for you as soon as you can plant, and you don't have to wait for plants after you are ready for them. When the season is normal we can keep up with all of our orders and get out the rush orders quickly, but some years the seasons are not normal, and the orders pile up on us. It is much better if orders are placed early so that early shipment can be made.

San Joaquin Co., Calif., Feb. 4, 1916.

I set the strawberry plants received from you a few weeks ago and they are doing fine, notwithstanding the worst weather in my few years' experience. I never saw better developed plants than you send out. I thank you for good count and prompt attention to my order.

T. KIMURA.

Pinellas Co., Fla., Oct. 2, 1915.

One thing is without dispute: The Thomas plants are in high favor with our people, and the writer has yet to have the first legitimate complaint in the five years he has handled your plants. Please mail us a few copies of your latest catalog. Trusting the plants will arrive promptly and that they will give the usual satisfaction, we are, with kind regards and best wishes to the "Strawberry Man,"

PINELLAS MERCANTILE CO.

Hamilton, Bermuda, Sept. 24, 1915.

The plants I received from your place in 1913 were in first class condition, all alive and healthy.

T. McKAY DOE.

Pinellas Co., Fla., Oct. 9, 1915.

I want to state right here that the 22,800 plants we received this week were in the best shape of any plants that ever came into this town, and the new method of packing had no little bearing on their condition. This method is a winner and you are to be congratulated on the innovation. Keep at it and we will keep pace with you on the selling end.

PINELLAS MERCANTILE CO.

Polk Co., Fla., Oct. 6, 1915.

My order for 25,000 came in last night. The plants look good size and should do nicely.

C. D. KIME.

La Grange Co., Ind., Aug. 30, 1915.

We bought plants of you before and they have proven better than any around here.

MRS. ETHEL GIGGY, R.F.D. 4.

Brazoria Co., Texas, Sept. 8, 1915.

The plants I purchased from you when I lived in Velasco gave perfect satisfaction.

P. F. COMBS.



Officers and Members of Illinois State Horticultural Society Visiting my Plant Farm—July 31st



Mr. Darrow photographing some of my Plants

VISITORS.

A great many people from all parts of the country visit my plant farm each year. We are glad to have visitors and they are always welcome. The best time to come is from May 15 to October 1st. Those from a distance should notify me a few days in advance of their intended visit. All should report to my office on their arrival at Anna.

ILLINOIS HORTICULTURIST AT MY PLANT FARM

The first summer meeting of the Illinois State Horticulturist Society was held in Anna, July 30 and 31, 1913. Automobiles conveyed the attending members to points of horticultural interest in this locality. One session of the meeting was held on my plant farm in the open under the shade of the trees. I have been complimented many times by distinguished horticulturists who have visited my farm, on the thorough manner in which our plants are cared for.

A SCIENTIFIC VISITOR.

Geo. M. Darrow, Scientific Assistant in the Bureau of Plant Industry, U. S. Department of Agriculture, Washington, D. C., was a visitor to my plant farm during the past summer and expressed himself with being well pleased with the condition of everything there. My plants were studied very closely by him. Through his recommendation 50,000 of my plants have been used by his department for experimental purposes.



A View in W. W. Thomas' Offices



A Row of Klondykes

Strawberries for Profit

THERE are thousands of strawberry growers who recognize that industry as their vocation. It is to be proclaimed and can be proven that the professional berry grower is making more money today than any farmer who depends on the ordinary farm crop for his entire earnings. Acreage considered, the berry grower has the best of the argument from start to finish. The investment which produces a \$5,000 strawberry crop is but a small per cent of the investment needed to produce \$5,000 worth of wheat, cotton, truck or citrus fruit.

I want to help in the production of better strawberries. I want to help you. It should not be a question of your following ancestors' footsteps. Imitating former generations does not bring about new and improved conditions. This is not a censure for our ancestors. Had they had the opportunities that you and I have, their history would have been different. Think of the tremendous difference between our improved varieties of strawberries and the Hoveys Seedling (which was the first American variety), originated in 1834 or 1835. Lack of transportation facilities fifty years ago prevented growing strawberries in remote states and selling them in the great city markets.

If your profits are not what they should be, I can show you clearly the way to a more satisfactory result for the physical force spent by you in the production of your crop.

My ideas are not theoretical, they are founded on established facts. Are you interested in making that small farm or that large farm of yours a profit producer instead of just an expense paying, make-a-living proposition? You should be. Your welfare and that of your family demand that your every effort should be well spent. An accumulated crop profit of a series of years is a pleasant thing to anticipate.

But without the individual profit there can be no accumulation.

There can be no individual profit without effort—intelligent effort.

Have you thoroughly investigated the profits of strawberry growing? Do you know what you can realize per acre from my PURE BRED PLANTS, grown either for home market or for shipping to distant markets? If you will investigate this thoroughly you will become convinced that it is a splendid proposition. Others are making money growing strawberries from my PURE BRED PLANTS, so can you. The plans laid down in this book, if properly followed, will give you the profit to which you are entitled.

Palm Beach Co., Fla., May 29, 1915.

The plants we received from you last fall were unusually fine and gave perfect satisfaction and you will certainly hear from us when we start operations this coming fall. Off half acre have picked nearly 2,500 quarts, prices ranged between 25 to 50 cents, average price all winter 37 cents per quart f. o. b. Extra output was taken by our large hotels at home. There was not enough strawberries grown here to supply the demand. The profit on a half acre would be close to \$1,000.00.

L. H. BRADSHAW.

Orange Co., Fla., Sept. 28, 1915.

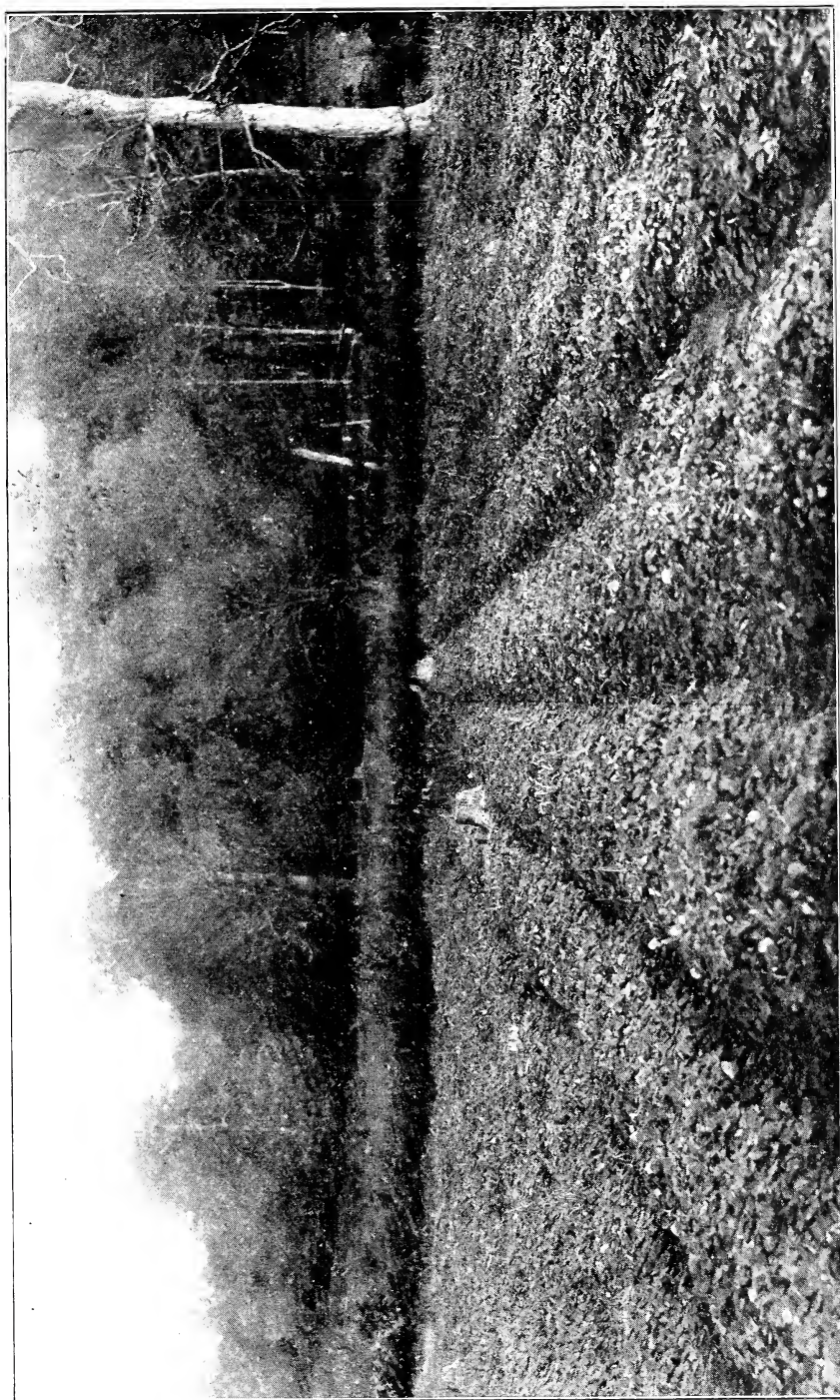
Plants shipped 24th arrived 26th in good condition. I sprayed them thoroughly to keep them moist and they were all set on the 27th. They seem to be doing well today. Let the other 30,000 come along as fast as they can now. I am ready for them.

H. C. McDANIEL.

Lauderdale Co., Tenn., March 9, 1915.

Shipment came in fine shape and thank you for the Lady Cornelle.

C. C. PARTEE.



Field of Lady Cornelle Strawberry Plants—November 5th.

Strawberries Profitable to Entire Community

THERE are many crops that the successful growing and marketing of in any community will put money in circulation among others than the growers, but there is no crop that puts as much money in circulation among all classes and creates as much stimulus in a town or community as strawberry growing. There is always a noticeable air of hustle, progressiveness and prosperity about a strawberry growing center. It is good for everyone and all feel the effects of the marketing of the crop.

It is not only the grower who has his net returns to spend or deposit in the Bank, there are those employed in making the crates and boxes, the employees of the ice factory and the great army of pickers and packers and others employed in caring for the crop, and all these put their money in circulation so that it stimulates any kind of business in a town. The merchants of all kinds, the banker and even the peanut peddler, feel the effects of it. The amount paid for picking alone is an enormous thing. In many of the large strawberry growing centers it is often that \$5,000.00 or more per day is paid just for picking the berries, and the people who pick the berries spend it among the business men of their own town for the necessities and luxuries of life.

It does not take skilled workmen to pick the strawberries, but every one can help who is old enough to realize the importance of doing their work right, thus men, women and children share alike in the opportunity of earning their part in the harvest.

The stimulus created by the strawberry season is felt throughout the entire year until the next crop is ready for market. If I were to enumerate all the classes who directly or indirectly are benefited by the strawberry crop it would include every business in the town, therefore it is an industry that all business men should encourage.

If yours is already a strawberry growing center then encourage the growing of better berries, berries that will bring the greatest returns for labor, time and money expended. Encourage a more thorough systematic method of culture and marketing. If not already a strawberry growing center, then encourage the launching of the industry. No matter whether you are a business man or a farmer, it will help you and the community. Talk it up to every one, get the leaders together and organize a strawberry growers' association. Get the growers to agree to plant as many acres each as their ability to care for and the size of their farms will permit.

Insist on their using the best plants to insure the greatest success. Get in touch with fertilizing companies; arrange for supply of packages for the berries; look up markets and buyers and let it be known to them you propose to produce and market the best berries. Let every business man and every farmer get together and work together to push the industry and make it a grand success. United and concerted energy will accomplish this, then your business will grow and your farms will increase in value and yourselves and town will be prosperous.

Gibson Co., Tenn., March 15, 1915.

I received my plants that I ordered through the Business Men's Club of Bradford. Plants were O. K. I am well pleased with them. Everybody seems to be highly pleased with your plants and even the Club seems to be proud that I introduced your plants with your catalog to the Club. Just here I want to congratulate you now for your visit to Bradford and your speech on strawberry growing and fruit culture. More than proud of your deal with the community. Think the people are bettered by your visit and hope to have you with us again some time in the future. Now I just wanted to say this, as the people have all seemed to appreciate your visit very highly.

G. W. CAMPBELL.

Elk Co., Kan., March 17, 1915.

I am well pleased with the strawberry plants I received from you.

MRS. ELLA V. JOHNSON.

Champaign Co., Ill., March 11, 1915.

You recently sent me a copy of your new catalog of strawberries. Many thanks for same. Could you spare 36 copies for my students in Small Fruits? Could use them to an advantage and it might end in something worth while for you.

S. J. BOLE.

Weakley Co., Tenn., June 11, 1915.

Klondyke plants which we got from you are looking fine. Best stand I have ever had.

A. W. MITCHELL.

Strawberries for the Great Markets



Loading Strawberries at Anna

STRAWBERRIES are not grown for home market as largely in the South as in the North because the North contains more large cities that furnish nearby markets for many home growers. In the South it is different, the strawberries are grown with the expectation of placing them on the great markets of the North.

The first strawberries on the Northern markets come from the extreme Southern part of our country, Florida and the Gulf Coast, and going forward in small quantities, usually sell for fabulous prices. As the season advances the shipments increase in size and volume, first carloads, then trainloads. The city of Chicago alone during the strawberry shipping season uses in one day an average of forty to fifty cars. The highest daily record is one hundred cars.

In growing strawberries for distant markets, one of the important things to consider is that of planting varieties which will stand long shipments—berries that are firm and at the same time have quality. Refrigerator cars are used extensively for long distance shipments. From some shipping points almost a train load per day are shipped. Last May fourteen large refrigerator cars were loaded and shipped in one day from Anna.

Supplying strawberries for the Northern market has not only become a great business, but a profitable one. Thousands of acres are under strawberry cultivation and thousands of people are employed in growing, harvesting and caring for the crops. Strawberries have proven to be one of the most profitable crops that can be grown by those not near a home market.

While this industry is growing throughout the country, the large cities are growing equally—even faster—therefore, there is an increasing demand for good berries. Strawberry shipments from the Southern states, Missouri, Illinois, Indiana, find their way not only into the large cities, but into every small city, village and town throughout the North. They are shipped in car or train loads to the great distributing centers and reshipped to the smaller places.

The first strawberries seen in the North are perhaps from Florida, Louisiana, Texas, or some Southern state, being no doubt of the Klondyke variety (that being the king of all Southern berries). The average human cannot resist the temptation to take home one of the small boxes. There is something about strawberries that is fascinating. They will create more interest than the first of any other fruit. One is sure to notice the first strawberries received on the market. Not so with other fruits. All things considered, there is nothing in the way of fruits or truck that can be grown for the large markets that is more profitable than strawberries.

Strawberries for Home Use

A LOVER of nature will find nothing so interesting as a strawberry bed, furnishing strawberries for his own table. This, one can have, whether owning a city lot or a large farm. From the time the plants begin to put out new leaves in the spring until the ripe red berries appear, there is a constant fascination in the ever changing development of the berries.

The lover of nature always sees, sometimes almost unconsciously, the beautiful side of nature; in the morning dews, the April showers, the Summer rains, the starlight, the moonlight and the sunlight, the cloudy days, the blue skies, all of which play an important part in perfecting the strawberry, God's choicest gift to man.

Think of going into your garden and watching the different stages of growth and when the berries begin to ripen, having fresh strawberries of your own growing for your table. There are some varieties that are splendid for home use that are not a success as a shipper.

Something to Think About

THE outlook for the strawberry grower was never better. He is dealing in a staple commodity that is year after year becoming more and more a world necessity. The future of the feeder of men is full of promise.

Here is an illustration of the rapid growth in the percentage of consumers compared to the producers. In 1790 there were 96 men engaged in raising food stuff on the farm to every four in the cities who needed food stuff but did not raise it. In 1860—seventy years later—the number of men engaged in wrestling food stuff from the soil had decreased to 84 and the number who did not raise the food stuff increased to 16. In 1870 there were only 47 producers where the non-producers had increased to 53. In 1880 the producers had decreased to 44 while the others had increased to 56. In 1900 there was only a fraction more than 35 people on farms to produce food for themselves and for every 65 in the cities. The census of 1910 does not show more than 30 persons engaged in agricultural pursuits for every 70 who live in the cities. Land is growing in value; labor is asking for more pay for less work. The demand for food stuffs, especially quality food stuffs, is greater than the supply. I am a firm believer that quality can always command price.

Lauderdale Co., Tenn., March 25, 1915.

Received plants in good condition O. K. Set them same day. Never saw plants packed better. Thanks. W. F. FERGASON.

St. Louis Co., Mo., March 27, 1915.

Plants arrived in good condition. JNO. BARRON.

Obion Co., Tenn., March 29, 1915.

Am setting other plants got from you today, and they are fine. W. P. WADE.

Howard Co., Mo., March 30, 1915.

Your strawberry plants received in good condition. Many thanks. PAULINE GREEN.

Dyer Co., Tenn., March 29, 1915.

I was well pleased with the 2,000 you shipped me a few days ago. J. A. RICHARDS.

Gibson Co., Tenn., March 6, 1915.

Your berry plants reached us yesterday. We were proud to see them come in good shape. Your style of packing them is all O. K. ALEXANDER, GREEN & CO.

Massac Co., Ill., April 1, 1915.

The strawberries came all right. DAN W. HOPKINS.

Tipton Co., Tenn., March 2, 1915.

The strawberry plants came promptly. Am very much pleased with them. W. S. MAYS.

Panola Co., Texas, March 5, 1915.

As to the strawberries, I received them Feb. 28. Was very much pleased. W. M. HOLLAND.

Tipton Co., Tenn., March 5, 1915.

Your asparagus received in fine condition. PROF. C. A. FLEMING.

Knox Co., Tenn., March 5, 1915.

Strawberry plants arrived in good condition. Look good. J. M. JETT.

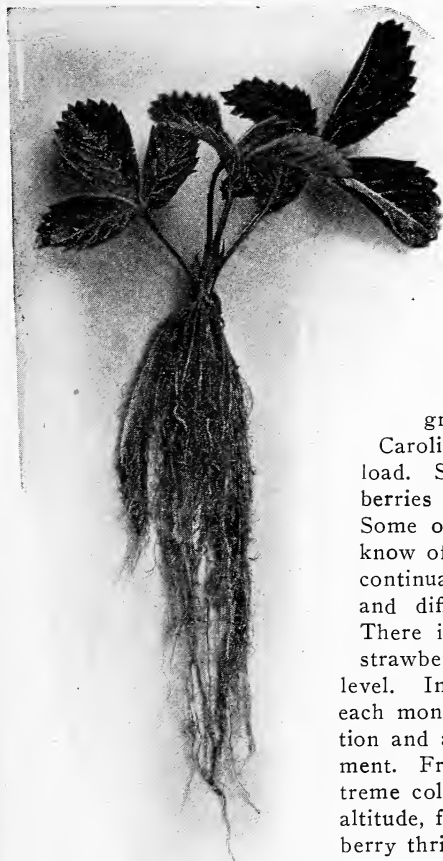
Duval Co., Fla., Oct. 13, 1915.

I received my plants Monday the 11th. I must say they were in fine shape. Perfectly pleased with them. Please send me the 18,000 Monday the 18th.

JAS. H. ROTHWEILER.

Practical Strawberry Pointers

TO GIVE to the inexperienced some practical points in strawberry growing, and to assist in promoting the interest of the successful grower is the purpose of the information given in this booklet. The area in which the strawberry will grow and thrive is so great and varied that it is impossible to furnish a detailed set of instructions for each locality where conditions vary, but what is said here can easily be applied to all localities.



My lifetime has been devoted to growing strawberry plants. I have had a vast amount of practical experience. I have had an opportunity to observe and investigate the various methods practiced by growers in various sections.

There are many classes of growers. There is the Gulf Coast and Florida grower who markets his crop in January and February. There are the extensive growers of Arkansas, Tennessee and North Carolina, who market their crops by the car load. Some of these have hundreds of acres of berries and employ pickers by the thousand. Some of the largest individual growers that I know of are in the states last named. There is a continuation of strawberry growers under various and different conditions extending to Canada. There is the mountain grower, who grows the strawberries a mile and a quarter above the sea level. In Southern California strawberries ripen each month in the year. They thrive under irrigation and always respond bountifully to good treatment. From the hot sands of the South to the extreme cold North, from near the sea level to great altitude, from the Atlantic to the Pacific the strawberry thrives, produces and enriches.

A Thomas Pure Bred Plant Varieties best suited for the South are not always a success in the North, and vice versa. Some of the most enthusiastic strawberry growers are those who only have a small plot of ground in the back yard or on a city lot. They watch developments just as closely and devote as much attention as the grower who has hundreds of acres.

St. Clair Co., Ill., March 23, 1915.
We received your strawberries in good shape.
They are nice plants.

HY. LUTKEMEYER, R. 2.

Franklin Co., Kan., March 24, 1915.
Strawberry plants received on due time—fine condition.

MRS. S. McCREA.

Crockett Co., Tenn., March 26, 1915.
I received my berry plants all O. K. They were fine.

G. A. EASON.

Los Angeles Co., Calif., Dec. 14, 1914.
During the past few years I buying so many strawberry plants from you. They were all good plants.

S. ARATANI.



Aroma Plants on My Plant Farm

Soil and Location

IT HAS been demonstrated that strawberries will grow in most any kind of soil and yield good returns, but there is some soil better than others.

Good, rich, loamy soil well drained is the best. Sometimes a mistake is made by planting in ground that is porous, so gravely and sandy that it will not hold the moisture, and the plants will burn and dry out during the hot summer.

Another mistake is to plant on land that is so low and wet that the water will stand during rainy times and drown the plants out.

Another mistake is to plant on ground where freezing will heave the plants out during the winter in localities where freezing weather prevails.

It is well to plant early varieties on high land so that the late frosts will not injure the blooms or berries.

It is a well known fact that there will be frost in low places and valleys when there will be none on higher ground. This is a good thing to observe in planting early varieties and is also well to take into consideration in some of the midseason varieties.

With late varieties it is different. The late varieties usually do best on low ground in small bottoms or valleys. These varieties bloom late, usually after all danger of frost is past. They do not begin to ripen until after most of the early varieties are gone. During a dry season low land becomes very valuable for late berries. It contains the moisture and will mature a good crop when high land will have become very dry and the crop a failure for the want of the moisture which is in good supply on low land.

Preparing Land and Fertility

DO YOU want to be just an ordinary strawberry grower, and will you be satisfied with any kind of a crop? No, you want to be a successful grower. You want to do everything you can to make your strawberry crops a grand success. It is easy to succeed if you will proceed properly. The land should be thoroughly plowed, well harrowed, then dragged or rolled. In some places it is advisable to plant on a ridge, but in most localities level culture is the custom. If planted on a ridge, it should be well firmed with a drag made for that purpose. If the land is good and strong, no fertilizer will be necessary. Bottom lands are usually rich enough in fertilization to require no fertilizer. However, some fertilizer added will almost always pay for itself many times over. Stable manure is a strong fertilizer and when it can be done, the best way is to spread a liberal application of same on land and plow it under late in the summer or early in the fall, rebreak the land before planting deep enough so that the manure will be turned up and be near the top of the soil. Strawberry plants feed near the surface.

When fall plowing is done and the land is plowed twice, the manure should be plowed under early enough so that it would become well rotted before the second plowing. If manure is used and land is not rebroken, it leaves it so deep in the ground that it is beyond the reach of the strawberry plants. When the ground is only plowed once or when manure cannot be applied before the first plowing, it should be applied after plowing and worked in the soil well with harrow. I have found it a good plan when plants are planted in the fall to spread the manure over the field during the winter and work it in with cultivator in the spring. It acts as a mulch and helps to prevent freezing out if in the North. When the manure is plowed under, it destroys most of the weeds and grass seeds. Commercial fertilizers are used extensively. Among the best are bone meal and cotton seed meal, or similar fertilizer. There are several especially prepared strawberry fertilizers on the market that are good. These can be applied in several ways, can be drilled in the soil where row is to be, broadcast before planting, or drilled in alongside the plants or in any other practical way. Four hundred or five hundred pounds to the acre should be about the proper quantity. If the land is low and inclined to be wet, it should be well drained either with tile or open ditches. It is often advisable to rework land to be sure to have it in splendid condition.

The Cow pea is perhaps the best crop to precede the strawberry. If the manure that is to be used on the strawberry field is plowed under before sowing the peas, it will give better results than if applied later. Strawberries, as a rule, have been planted and cultivated in any old slipshod way. All that many growers do is to set the plants, give them a semblance of cultivation and hoeing once or twice and let it go at that. At the same time any poor hillside or impoverished field is used; it is not fit for anything else but is good enough for strawberries; then these same growers will tell you that strawberries do not pay. I am glad to know that this class of growers is fast disappearing. The energetic, thinking grower is forcing them out. The up-to-date grower who systematically plants and cultivates berries—feeds his plants—and intelligently harvests and markets his crop, will make more money out of strawberries than he can on any other fruit. Plant food is a necessity if you would be a successful grower. The cow pea not only adds much to the soil as a fertilizer but puts the usual needed humus in the soil and otherwise greatly improves it.



Planting

TO INSURE a good stand of plants, care must be exercised in planting. Many ways are recommended and many ways are successful. The marker shown above I have found to be the most practical for marking off the land. It scratches a mark in the ground, which is not easily destroyed by rain and will remain visible for a long time. This marker can be made by any blacksmith and is inexpensive.

As to distance apart the plants should be set, and the number of plants per acre, much depends on the various localities and the method under which the plants are grown.

For a matted row (which is most popular), the rows should be three and one-half or four feet apart, and the plants on an average of eighteen inches apart in a row. The distance apart in the row should be governed by the ability of the plants to make runners, varieties and localities considered. Thrifty growing varieties in localities where strawberries make a luxuriant growth can be planted further apart, some shy plant makers will want to be planted closer. When it is desired to grow the plants without allowing runners to root, as is done in the hill culture, the plants may be planted ten to twelve inches apart. All runners should be cut off as fast as they start, and the plants will stool out and develop into enormous plants producing great quantities of berries.

Large growers should mark their land both ways, so their plants will be two to three feet apart in the row, and they will then be able to cultivate both ways until the runners start.

Having planted successfully for years with a spade and having tried various other ways without as good results, I now have all my planting done with spades. In planting a man and boy work together; they face the way the row runs. The man uses the spade with his right hand and carries a basket of plants on his left arm. The spade is placed at a right angle with the row, the left edge of the spade being even with the mark. With the right foot force the spade deep in the ground at a slight angle, push the handle forward, which leaves an opening behind the spade in which to insert the plant.

Duval Co., Fla., March 24, 1915.

The plants you sent are as fine plants as I ever saw, and I do not think a single one will be lost. They never wilted, but started off at once.

O. L. DOANE.

Tipton Co., Tenn., March 16, 1915.

I belong to the Tipton County Truck Growers' Assn. and the 6,000 berry plants I received from you were fine. I have them set out and don't think will lose a single one.

R. S. BELL.

Lenawee Co., Mich., Sept. 24, 1915.

Plants received today in good condition and satisfactory. Thanks.

B. F. GUION.

Bradford Co., Fla., Feb. 18, 1915.

The plants shipped were in fine condition. Certainly gave satisfaction.

F. L. TURNER.

Jackson Co., Ark., Feb. 27, 1915.

Have received all my plants all in good shape.

W. D. STEVENS.

Bradford Co., Fla., Feb. 27, 1915.

The plants arrived in good condition and my man has them out on some fine new land.

E. S. MATTHEWS.



Position of Spade



Putting in the Plant

The boy does this by taking the plant in his right hand, roots down, and with a quick swing place the plant in the opening behind the spade down to the bud and hold it in this position until the spade is removed and the man with his left foot presses the soil firmly to the plant. With a little practice one can become very rapid and proficient. In planting the dirt should always be well pressed to the plant. This is very necessary and the roots should always be well down and not doubled up. I advise cutting off about one-third of the roots. When planting in the Spring, I like to plant on solid or firm soil as early in the Spring as possible.

Fall and Winter Planting

I PREFER Fall and Winter planting for my latitude and for further South. I do as much of my own planting in the months of November and December as I possibly can. Also plant any time during the Winter when the ground is not frozen.

If land is such that the plants will heave out by the freezing weather in the Winter, it will be necessary to plant early in the Fall so that the roots will have time to fasten themselves firmly, or to mulch the plants to prevent heaving out during the freezing weather.

South of the freezing line it is necessary to plant in the Fall to secure good results. In fact, a crop of berries is harvested a few months after the planting. In Florida, the Gulf States and Southern California, strawberries are planted almost exclusively in the Fall and early Winter. When the growers in these localities use my plants they are sure of a good crop of berries at their strawberry ripening season, which is a few months

after the plants have been set. Further North, where freezing weather prevails, and in my latitude, it is advisable to plant in the Fall or any time during the Winter when the ground is not frozen. Our own extensive Fall and Winter planting has proven this. Plants should be covered with straw or coarse manure, but should be removed from directly over the plant when danger of freezing is over in the Spring or when the plants commence to grow.

Pruning the Roots



Unpruned Bunch



Pruned Bunch



Pruned Plant

I DO not prune the roots of the plants I send out, as I believe it is better that they should be freshly pruned when planted. About one-third of the roots should be cut off. A sharp knife should be used so as not to bruise the roots and so that the cut will be smooth. This is important, as the cut will then callous quickly and start out new root growth. A properly root-pruned plant will start to grow much quicker than the unpruned plant. It also enables the root to be straight down out of the way of the cultivator's teeth and not doubled up as is the case many times when roots are not pruned. I show the pruned and unpruned plant which shows just how pruning should be done. If you have not been pruning your strawberry plants, do so hereafter. You will find that there is a wonderful advantage in doing so.

Removing the Blossoms

THE blossoms of the newly planted strawberry plants should be removed as soon as they put in an appearance. This does not apply to the extreme South, where the crop of berries is often produced a few weeks after planting, but it applies to sections where strawberries are cultivated one year before fruit is harvested. The blossoms can be removed by cutting or pinching off. They should not be allowed to fruit, as it will injure the vitality of the plant.

Remember that the plants you get from me are bred from plants that for years have been grown for "plants." They have not been allowed to fruit, therefore they show a great tendency towards producing berries. They will bloom freely and prove prolific producers.

From the above do not think that the bearing qualities of my plants have not been tested. Some plants are fruited each year to test the fruit producing qualities of each variety. For this purpose we use plants from the breeding bed, the same kind that we use for growing plants for sale, thus we constantly test the bearing qualities of our plants.



Cutting off Blossoms

Cultivation

CULTIVATION should commence early in the spring and continue all summer. This applies to plants set in the fall, winter or spring. A small tooth cultivator is the best and should be used about every ten days or oftener. If rains should be heavy and pack the soil, then cultivate as soon after the rain as ground is dry enough. The grass and weeds should be removed from row and from around the plants and soil loosened between the plants. Give thorough cultivation, it will pay. When field is planted both ways, it will be found that there will be a great saving in the hoeing, until runners start to grow, by cultivating both ways. The soil should be kept thoroughly loose and well pulverized all summer. Cultivation should always be done as soon after a rain as the ground is dry enough. When the runners commence to grow, hoeing will have to be done with more care. When the new plant begins to form on the runners, it should be pressed down and a little loose soil thrown on the runner just behind the small plant. This will hold it to the ground and will aid the new plant greatly in rooting. I advise letting the first runners grow and after enough plants have been rooted, then keep all runners cut off. In the South when the strawberries are planted in the fall, they should be cultivated from planting time until about blooming time, when they are usually mulched and cultivation ceases.

The Matted Row

STRAWBERRIES throughout the states of North Carolina, Tennessee, Arkansas, Oklahoma and those to the north of them are generally grown in a matted row varying in width from 18 inches to 3 feet. The proper width of the matted row should be from 18 inches to 2 feet. There are more strawberries grown in matted rows than under any other system. In the states above named it is no doubt the most practical way of growing. Plants should be planted in rows $3\frac{1}{2}$ to 4 feet apart and anywhere from 1 to 2 feet apart in the row, according to the varieties, soil and locality. Varieties that make but few plants should be planted closer in the row than those that make plants freely. The fertility of the soil should also be considered. If the land is rich plants can be planted further apart than if not so fertile; however, as advised elsewhere in this book, land that is poor should either be fertilized thoroughly or not planted. Localities that are droughty or where plants do not grow so rapidly will require plants closer.



Thomas Pure Bred Plants in Matted Row

Hill Culture

UNDER this system strawberries are planted two or three feet apart each way. Sometimes they are planted only one way and about one foot apart in the row. Runners are kept cut off so that the plants will develop in as large, thrifty plants as possible. Very fine berries are grown this way and some prefer it to the double row.

The Narrow Matted Row

PLANT about the same as for the matted row, except the rows may be closer. The row is usually allowed to become about one foot wide, then all runners are cut off. This is a very satisfactory way, followed by many.

The Double Row

IN ALL states south of those above named (with few exceptions), in Florida and most of the other Gulf states, as well as in Southern California, the double row system is found to be good and is generally practiced. The two rows are planted 12 to 15 inches apart, with the plants one foot apart in the row, planted so that they do not come opposite but half way between the plants in the other row. A space of two feet or more is left between these two rows and the next two. In growing this way all the runners are usually kept cut off and none allowed to root. In most of the South where this method of growing is followed, the plants are set anew each season, only one crop being harvested from them. They are planted in the fall in the months of October, November and December and bear berries in January, February and March. The plants are usually cultivated up until ready to commence blooming, when cultivation is stopped and plants mulched to protect the berries from dirt and sand. This is a good system to practice in any locality and good results can be expected.



The Double Row in Florida



Marketing

UNDER this head there are three principal methods to consider. If you are a home market grower your customers are either the groceryman or the consumer. If you sell to the groceryman you deliver to him each day such amount as the demand will consume; perhaps there are several of these grocerymen using your berries. A home market, no matter whether you are selling to the groceryman or to the consumer, should not be over-stocked; do not let the groceryman have more of your berries than he can easily sell. If you over-stock him very often he will cut the price rather than let the berries spoil. Give your customer good, well-packed berries so that they will be pleased and want more of your goods.

If you are a member of a shipping association who sells the berries on track they have control of the disposition of them, you are governed by their rules, and the more you can do to encourage a straight, honest pack, the better it will be for yourself and the association. The higher the standard the better the price and the better the demand. If you are an independent shipper you consign your berries to your Commission House; this is often done and permitted although you are a member of a shipping association, as all shipping associations do not control the sale of goods. They attend to the loading of the cars, iceing, etc., and are consigned to an unloader or a receiver in the city who unloads and distributes the goods. This gives the shipper the advantage of car load rates and still allows him the privilege of consigning his goods to whom he pleases. In shipping this way it is advisable to establish and maintain a reputation for honest and good packing, and thereby create a demand for your brand when buyers learn that they can depend on the condition of the goods of a certain brand they ask for it and, in fact, many times certain brands are sold before they reach the market.

Harvesting The Crop

PREPARATION for the care of the crop should be completed before berries are ready to pick; packing sheds fully equipped should be built at convenient places; carriers for the pickers to carry the boxes into the field should be ready; tickets or suitable checks to be given to the pickers for the berries brought into the shed should be printed and ready; crates should be hauled and stored for the harvest; wagons for hauling should be up in repair so that no unnecessary delay will occur from this cause when the busy time is on. Everything should be in readiness. Now, one of the important things is the securing of pickers; in some places this is easily done, very often there being a surplus of help close, but many places the help has to be brought in for the harvest from some other point, then it is necessary to arrange for the help in advance, not only to secure the necessary pickers, but to provide places for them to live while the harvest is on. The management of the pickers in the field will depend a great deal on the number used and the class of laborers. There should be efficient foremen to see that the berries are properly picked and that the pickers follow the rules established by the grower. Different conditions will demand different rules and one will have to meet these conditions and dispose of them as his best judgment may dictate. Pickers ought not be allowed to take too many boxes into the field at one time as the berries should be brought to the shed often. Care should be exercised to prevent the mashing of the berries. In picking, all the bad berries should be thrown away in the field. Do not permit the pickers to lounge on the rows and in this way not only injure the ripe but the green berries.



This shows our spraying outfit, which is the latest up-to-date power sprayer made. Believing that an ounce of preventative is worth a pound of cure, I am taking every precaution to protect my plant fields from becoming infested with any injurious plant disease or insects. The enemies of the strawberry plant are few, and I have never known of a strawberry field in this locality to be injured by any kind of insect or disease, but I wish to use every possible precaution, so that my fields of plants may not become infested and thereby give my customers full protection.

Strawberry Enemies

IT IS only in a few localities that strawberries are infested with injurious insects and diseases. Some insects will be found in one locality where others do not exist. The disease most generally prevalent is the rust or leaf spot.

Some varieties are more susceptible to this than others and it will be found to prevail in some localities more than in others. There is really but little damage incurred from strawberry plant diseases or insects. Sometimes you hear of a field being damaged, but not often. I believe I am safe in saying that the drought of May, 1914, did more damage to the strawberry crop than all insects and diseases have done in the past.

It is well to know something of the different pests and manner of treating same. First, last and all the time, let me emphasize that clean, thorough cultivation will do more to prevent and overcome all the troubles to which the strawberry plant is subject than anything else.

For rust or leaf spot I would advise spraying with a lime-sulphur solution. I use this to spray my plant fields, not because I have any rust, but as a preventative of same. I use 3 gallons of the lime-sulphur solution to 100 gallons of water. The lime-sulphur solution can be obtained of any dealer in spray material. This should be applied several times during the growing season and early in the spring.

When spraying for leaf-eating insects, the best results can be had by using 16 pounds of Bordeaux mixture and four pounds of arsenate of lead to 100 gallons of water. This should be applied with sprayer when insects first put in their appearance, or it can be used from time to time during the season as a preventive.

For the extermination of the strawberry root louse, when discovered in the field, spray thoroughly with a tobacco decoction which can be made by boiling one pound of tobacco stems in one gallon of water for one hour, adding enough water from time to time so that you will have one gallon of the mixture at the end of an hour. To every gallon of this mixture, add four gallons of water. There are some splendid tobacco extracts on the market that are as reliable and cheap as home-made extracts. The presence of the root louse is detected by the appearance of numerous ants on and about the strawberry plant.



Staminate

Pistillate

The Sex of Strawberries

THE female plants produce Pistillate or imperfect blooms, the male plants produce Staminate or perfect blooms. The Staminate varieties produce fruit when planted by themselves, but the Pistillate varieties will not mature perfect fruit without being fertilized by a Staminate variety. The fertilizing is usually done by planting one row of a Staminate variety with every two rows of a Pistillate, or the plants may be mixed indiscriminately in the row, one Staminate to two of the Pistillate. Not so many Pistillate varieties are grown now as in the past. The Warfield is a Pistillate, while the Senator Dunlap is a Staminate. These varieties are catalogued thus: Warfield (P), Senator Dunlap (S), and all varieties are so designated. The leading varieties grown are Staminate, such as Klondyke, Lady Thompson, Excelsior, Early Ozark, Senator Dunlap, Gandy and Aroma. There are some Staminate varieties, however, that are improved by another Staminate variety being planted with them. One of the most noticeable of these is the Gandy.

Something About Varieties

THERE are too many varieties of strawberries. If all were good it would be different. A great many of the varieties introduced each year are a total failure. Some good but not good enough. One may have quality but lack in productiveness, on the other hand, it may be productive but lack in color, firmness or keeping quality.

Occasionally a variety is introduced that has so many good qualities that it becomes a very valuable berry. Occasionally, too, is introduced a berry so superior that many of the leading varieties preceding it are discarded for it. Such is the history of the Klondyke, the great Southern variety, and Senator Dunlap, the great Northern variety. And the Lady Corneille, which is a splendid berry for both North and South.

If I were asked what berries to plant in the South and North and were asked to confine my answer to two varieties for each locality, I would say Klondyke and Lady Corneille for the South and Senator Dunlap and Lady Corneille for the North. There are other varieties that will do well and are profitable, and

it would be well to plant some of them but guard against planting too many varieties.

In the South I would advise planting of the older varieties; Klondyke, Lady Thompson and Excelsior; of the newer varieties, Lady Corneille and Missionary. For several hundred miles both north and south of the 37th degree of latitude, the Aroma and Gandy are a grand success. They can be counted on for good yields and profit. In the North, Senator Dunlap, Warfield, Aroma, Gandy and Lady Corneille are the varieties I would advise planting.

These are really enough kinds. There are others that are good, but none better. There are many new varieties that are promising, but if you in the South will plant Klondyke and Lady Corneille and in the North Senator Dunlap and Lady Corneille, you will be planting the best varieties.

In any locality, both North and South, it will be advisable to plant, in addition to these, an earlier and later variety to prolong the season, especially when growing for home market. I catalog twenty-one varieties; I believe that each of these varieties has some merit that recommends it for special purposes and special localities. Some growers have done splendidly with many of these varieties and plant and grow varieties that I have not, in a general way, recommended. I would be glad to advise varieties for any special locality or purpose.

Heeling in Plants

IT IS very often advisable and necessary to heel plants in until ready to plant. I have always advocated the early spring or winter shipment of strawberry plants in cool or cold weather before planting time and heeling the plants in until ready to use them. They can be kept a long time in this way in good condition. If the ground is frozen when plants are received, heel in the first day when it is not freezing, then if threatened with cold weather the plants should be covered with straw until cold weather is over. If one is expecting a shipment of plants in cold weather it is well to have the place you expect to heel the plants in, well covered with straw some time when the ground is not frozen, then when the plants are received you can remove the straw and heel in, although the ground elsewhere may be frozen. Heeling in, however, should always be done at a time when it is not freezing. In heeling in, a small trench should be opened with a hoe, throwing the dirt back to one side to form a bank, the bunches of plants should be opened and the plants spread out thinly against the bank and the dirt well up to the crown and pressed to the plants firmly. Then another trench, more plants, more dirt, and so on until all the plants are heeled in.

Maricopa Co., Ariz., Feb. 6, 1915.

I have honor to write you that I received 100,000 Klondyke plants you sent me by freight in good condition. E. S. YAMAMOTO.

Kern Co., Calif., Jan. 26, 1915.

Received your plants in desirable condition. I also had plants from another grower, but they are not comparative with yours. Your plants are far better than them. I am very satisfied with yours. W. J. YAMATO.

Obion Co., Tenn., Feb. 15, 1915.

Please ship my plants by the 20th of March. Advise me if you can get them out by that time. I got my plants last year too late, but am well pleased with the growth they made. I set them the 8th day of May and have got as nice a patch as there is in the country. Am delighted with the Corneille I got from you. J. T. HUNDLEY.

Tipton Co., Tenn., March 2, 1915.

Received the 9,000 plants last Friday. The first ones were fine, but this was the nicest and I am proud of them.

CAPT. A. S. TEATER.

Shelby Co., Tenn., March 2, 1915.

A few years ago I ordered the Dunlap berry from you which gave perfect satisfaction.

MRS. J. H. McFERRIN.

Jackson Co., Tenn., April 14, 1915.

Weather very nice. All well pleased with plants. No kicks so far. Wishing you much success. B. M. ARCHER.

(Fowler, Ill.), Adams Co.

The plants arrived O. K. in fine shape. All who got them satisfied. All planted. Doing fine. Prospect fine for a good crop of old berries that lived through the winter.

J. L. MACKEY.

Care of Old Strawberry Fields

THERE are various methods practiced in the care of fields after the first and second crop has been harvested throughout much of the strawberry-growing country, especially where the matted row system is practiced as two or three crops of berries are harvested from the field before ploughing under. Cultivation after the crop is harvested is very beneficial for the next crop. The general practice is to bar off the rows with one-horse plough, throwing the dirt to middle, and after a few days thoroughly work out the middles with double shovel and large tooth cultivator until the ground is put in good condition, and the soil worked back to the row. The weeds that grow on the row are kept cut out. Cultivation should be kept up during the remainder of the Summer; very seldom hoeing is done.

An application of wood ashes or commercial fertilizer applied on the row is beneficial. Another way of treating the fields, which is also good, is to throw the dirt over the row from both sides with one-horse plough, work out middles with double shovel and then cross harrow the fields until most of the dirt has been dug from the top of the row. This will leave loose soil well mixed among the plants. Cultivation through the middle should continue throughout the Summer.

When plants are grown in hills they can be cultivated and hoed in same way as in first year.

Mulching

MULCHING is practiced in the North to protect the strawberries from severe freezing, and in the South to protect the ripening fruit from sand and dirt. Lying between these two sections, there is a vast territory where strawberries are not always mulched, but if mulching is done it should be light and not as heavy as farther North. Straw or any other coarse litter is good for mulching and should be applied in the North about the time the ground begins to freeze; in the South just before plants begin to bloom. In the South pine needles are used extensively for mulching and when applying them just before blooming time care should be exercised so that the mulching will not be too thick directly over the plant, but should be applied thin enough so that the plant will grow through.

Varieties

WHILE I, no doubt, have the largest acreage of strawberry plants and grow more Millions of plants than any other grower, yet I do not grow as many varieties nor offer as many in my catalog as some. A long list of varieties is very confusing to buyers of plants. Many varieties of strawberries grown and offered for sale are worthless, many are very poor, and many are common. Therefore, why not discard all those that do not have any special merit?

I am offering in this catalog only twenty-one varieties, but those twenty-one varieties include the Cream of the Strawberry World. Varieties that are the best for every part of the country. I have selected those that have known merits, quality, and money producing ability. I have included in my list the best varieties for Maine, Florida, California, Washington, Illinois, and every other State in the Union.

If any grower is in doubt as to what variety to order for any part of our country I will gladly advise them as to the best varieties for any locality.



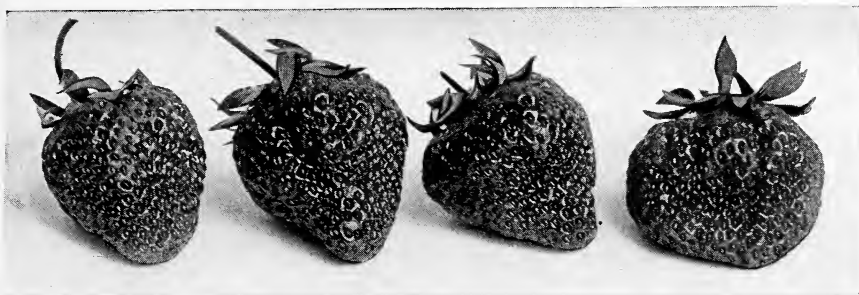
✓ Lady Corneille

The Wonderful New Strawberry

THIS wonderful new strawberry has more good qualities than ever before combined in any one berry. It is destined to become the leading Strawberry, both North and South, East and West. It is better than the Klondyke or Senator Dunlap. That is saying a great deal, but it is not saying too much, for it merits it.

There are so many good things to say about the Lady Corneille that it seems almost flattery to mention them all. The Klondyke for a long time has been the leading Southern Strawberry, and the Senator Dunlap the leading Northern Strawberry, but the growers have been wishing for a better berry to take their place, one that would yield heavier, better quality and firmer. The Lady Corneille can, and will do this, and will be planted extensively just as fast as the growers can secure plants. I paid a big price for plants of this variety in order to have them to offer to my customers, and I would advise all to place their orders as soon as possible to be sure of securing the plants. A perfect blooming or staminate variety.

Lady Corneille, The Greatest of All Strawberries



THE PLANT.

The Lady Corneille is the healthiest, thriftiest, best growing plant with clean foliage, absolutely free of rust or leaf spot; plants large, strong, and robust, with large roots that grow deep in the ground. The plant is simply a beauty with glossy, rich green leaves, stands drought better than any other strawberry and thrives in both clay and loamy soil, makes runners freely and grows to perfection under both matted row, or hill culture.

DROUGHT RESISTER.

It is beyond doubt the best drought resister of all strawberries. During the severe drought of 1913 and 1914 this variety continued to grow and make plants all through the dry weather. It was by far the best drought resister of any of the 160 varieties on my farm.

THE FRUIT.

Ripens same time as the Klondyke and Senator Dunlap, but continues in bearing much longer. The berries are supported on heavy, stocky fruit stems and everyone matures into a perfect berry. The blooms are rich in pollen, calyx large and heavy and remains green, giving a beautiful appearance to the fruit. Berries large, rich, glossy red, slightly long, some wedge shaped, with bright golden seeds which add to their beauty. Quality the best of all berries, having the true Strawberry flavor, rich, sweet and delicious. The berries are very firm and the best shippers known, and will hold up much longer than the Klondyke or Senator Dunlap. This one quality alone will make it very valuable to the Commercial Strawberry growers. It sold for 50c to \$1.00 per crate more than other varieties because it is a better berry, and this is what the best trade wants and is willing to pay for.

PRODUCTIVENESS.

This is another feature in which the Lady Corneille excels other varieties. In order to give it a thorough test, in the Spring of 1914 I left one-half acre to fruit. They were on thin, gravelly ground and the weather was very unfavorable for maturing strawberries, being extremely hot and dry during fruiting time. yet I picked from this one-half acre 200 24-quart crates of berries. Had the season been favorable I believe that more than 300 crates would have been picked from this half acre, as a great many berries and blooms dried up on the vines because of the excessive heat and drought. The best yield of other varieties did not exceed 100 crates per acre. Many of the Lady Corneille plants had as high as 125 buds, blooms and berries. Never before have so many good qualities been combined in one variety of strawberry. The Lady Corneille has the size, color, shape, appearance, firmness and productiveness. My Pure Bred Lady Corneille plants have great vigor, stamina and fruit producing qualities.

What a Veteran Horticulturist Says of the Lady Corneille

Anna Fruit Growers' Association

JAS. W. FULLER, President

Mr. W. W. Thomas,
Anna, Ill.

ANNA, ILL., June 20- 1914.

Dear Sir:-

I have been growing strawberries at Anna, Illinois since 1858. The first variety I grew was Hovey's Seedling, then the Wilson, and all the leading varieties since then including the Senator Dunlap, which is now being grown more extensively at this place than any other variety.

It was my good fortune to visit your plant farm during the strawberry season this year, and saw the Lady Corneille in fruiting there at that time after the fourth picking had been made, and I never beheld such a strawberry crop before. The Clyde was a heavy bearer but was not in comparison with the Lady Corneille, which is certainly the heaviest producer of berries of any variety I have ever known. The berries were of large size, good color, splendid quality, and very firm. I would consider it a good shipping berry. I tested its firmness thoroughly, which convinces me it is one of the best if not the best shipper now being grown. It has the cleanest foliage of any variety I know of, no rust or leaf spot whatever. I believe it is the coming berry for this part of the country.

Yours truly,

James W. Fuller

Mr. Fuller is 83 years old, has been President of this shipping Association for 26 years, serving in that capacity since its organization.

Tennessee.

The Lady Corneille plants I received were certainly fine plants—the finest plants I ever received from any place. A. G. WARNER.

Bermuda, Oct. 19, 1914.

I do not remember if I told you one grower's experience here with your Lady Corneille. He claims it is more luxuriant in growth with larger berry and better flavored than the Klondyke. What more can you want? He also says there is no comparison between the Lady Corneille and Klondyke.

B. C. C. OUTERBRIDGE.

California.

As you know, I got your Lady Corneille last year and they are growing fine, producing many nice berries in this Fall. I am quite satisfied of their quality. K. HASHIMOTO.

Louisiana, Oct. 7, 1914.

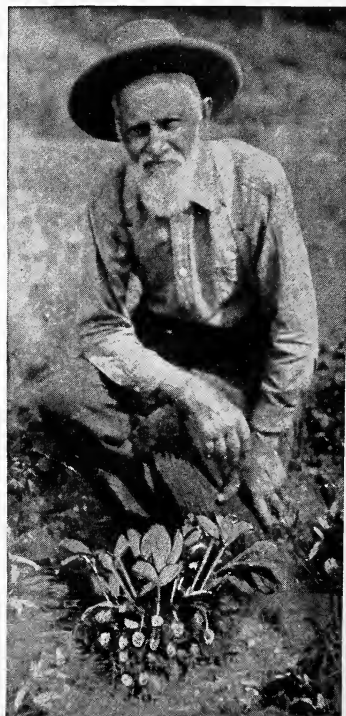
Your Lady Corneille, having tried it last season, I find is a magnificent berry; raised some beautiful specimens from the hundred plants I had of you.

MRS. L. H. BROOKS.

Florida, Oct. 7, 1914.

As you know, I got your Lady Corneille last year and they were satisfactory.

C. R. WALKER.



Jas. W. Fuller
Among the Lady Corneille on my plant farm

What Others Have to Say About the Lady Corneille

A noted Entomologist to whom I sent a crate of the Lady Corneille, wrote me as follows: "These had all the merits of the old-fashioned strawberry which I was beginning to fear had disappeared from the earth, and they were received in such perfect condition as to ripeness, and soundness, as to warrant the hope that you have a good shipping berry which is also delicious. to the taste."

One of the largest growers of strawberries in Northern Florida to whom I shipped 43,000 Lady Corneille plants in the fall, 1913, writes under date of July 4th, 1914: "The Lady Corneille strawberry plants that you shipped me have given the very best of satisfaction both in making fruit and plants, they have gone through a very long dry spell of weather and where the Klondyke have failed in making plants, the Lady Corneille have made abundance of plants. The plants set out in October, 1913, bore a very nice crop of berries during the spring of 1914. I feel confident the berry will do well in this locality and no doubt very soon will take the place of the Klondyke."

A Texas grower writes, July 7th, 1914, as follows: "I received the plants in November and they were fine. I think every plant lived, they are simply growing fine and putting out runners and blooming and also have ripe and green strawberries on them now. They fruited splendidly the past spring. The berries were large and the flavor just can't be beat. I think the Lady Corneille the berry for South and East Texas. My wife thinks we will have ripe berries all summer."

A Mississippi grower writes: "I think the Lady Corneille is as fine a strawberry as I ever saw. It is very large and has a fine flavor."

I sent sample cases of the Lady Corneille to several of the Professors of the Department of Horticulture of a leading University and received letters as follows: "These berries were finer specimens than any we have been able to purchase in the market this season—in fact, I fear you have spoiled our taste for the store berries. I should describe the berry as a bright scarlet, firm fleshed with bright yellow seeds inclined to be superficial. Seeds sometimes crimson on the sunny side. The berry is long, conical in shape and sometimes wedge shaped; the flavor is pleasant, sprightly and desirable. It appeared to carry well in shipping and kept in reasonably good condition in an ice box for three days from the time we received the fruit."

Another writes: "They came through in excellent shape, practically every berry in the best condition. This is the first acquaintance we have had with the Lady Corneille and we have a very high regard for it. The Mrs. canned three pints of them this morning and remarked especially about their pretty color after canning."

Another writes: "Lady Corneille certainly looks like a promising berry. The size, appearance and shipping qualities commend it. Mrs. — made some strawberry preserves out of a few of the berries and this variety seems very desirable for that purpose."

A large strawberry grower from Lakeland, Fla., says: "Regarding the Lady Corneille, I think well of this variety of berries and believe there is a great future for it. It is fine flavored, early and bears late and seems to stand shipping well. I let one of my friends have a few of the plants and he is delighted with them."

A letter from R. H. Porterfield, Cashier, Citizens Bank, Pulaski, Ill., writes under date of June 11th, as follows: "The Lady Corneille plants bought from you this spring arrived in good condition and are standing the drought much better than any of the other varieties set out. After visiting your plant farm and seeing the Lady Corneille in fruiting I am thoroughly convinced it is the best medium season strawberry ever introduced in Southern Illinois. It is a wonderful producer, being, in my opinion, a more prolific bearer than the Senator Dunlap, having a longer bearing season and producing more uniform berries throughout the season. It appears to be nearly, if not quite, as firm as the Gandy. We do not expect to plant anything but the Lady Corneille for medium season berry next year."

R. L. Willis, Proprietor of Anna Hotel, says: "The Lady Corneille strawberries used by me this spring on my Hotel table were the best berries I have ever served. It was certainly fine to hold up in every way."



The above picture of Superb was made on November 5th; the leaves were cut away so fruit and blooms would show.

Fall-Bearing Strawberries

Think of having all the berries you can use on your table during the months of September, October and November, and later if not killed by freezing weather.

If you grow them to sell you can get your own price for strawberries at that season of the year. They commence blooming early in the Spring and the blooms should be kept removed until about the middle of August. By doing this you get a larger yield in the Fall than you would if allowed to bear all Summer. So prolific are they that the young plants that are formed in the Summer will bear in the fall of the same year; in fact, the young plants will often send up fruit stems before they become rooted. They are not a novelty nor an experiment, but are a success, and you can have strawberries as well in the Fall as in the Spring—strawberries of good quality for your table every day during the late Summer and Fall; strawberries for Thanksgiving. Many who read this have no doubt heard of Fall-bearing strawberries. Many have not. Remember, we are living in an age of rapid advancement, that is giving us things that a few years ago we never thought of.

You should plant some of these, the latest thing in the strawberry world. You will have to do this in order to stay up with the crowd, and you want to do that.

✓ **Superb**—You can have strawberries just as easily in the Fall as in the Spring by planting the Superb, which is the best of all the Fall or Everbearing strawberries. This variety will produce heavy crops in the Fall of as fine berries as any Spring ripening strawberries. Truly a luxury for home and profitable for market.

✓ **Progressive**—As good as the Superb, except they do not make so many plants. The plants are strong and the foliage is heavy enough to protect the fruit, which is of extra good quality. It takes a hard freeze to make the Progressive stop bearing.

✓ **Productive**—A very good variety to plant with Superb or Progressive. It has an imperfect blossom. The berries will average a very good size, is very productive and a good shipper. It is also a good plant maker.

✓ **Americus**—We have grown this variety for several years, and although it does not make as many plants as some of the others, the fruit is just as good. The plants are strong and the long stems will hold the fruit up off of the ground. It has a peculiar flavor unlike any of the other Fall-bearing.

✓ **Iowa**—Large, round berries of extra fine quality. This variety will not make many plants in this part of the country, but in some sections it is the best plant maker of all the Fall-bearing.

✓ **Francis**—The berries are of good quality, but not very large. You can always depend upon a big crop and that makes up for the size. A very good variety for home use.

Los Angeles Co., Calif., Oct. 1, 1915.
I bought strawberry plants from you three years ago that were very fine. I would like very much to have choice plants again.

H. SASAKI.

Ballard Co., Ky., March 19, 1915.
I received the plants in excellent condition and am well pleased with them. For which please accept my most sincere thanks.

MARTHA ROBERSON.

Lauderdale Co., Tenn., March 22, 1915.
Received my plants in three days after I sent the order. They were strictly first class in every way. Gained about 1,000 in every 10,000. Am more than satisfied. Will recommend your plants to everybody I see.

E. R. UNDERWOOD.

Oneida Co., N. Y., March 19, 1915.
The strawberry plants I got of you two years ago did splendidly and will try some other kind, but your Klondyke and Senator Dunlap cannot be beat.

WM. KLINE.

Grundy Co., Ill., May 15, 1915.
I take pleasure of writing to you about the order of strawberry plants I ordered some time ago. They are the best plants I have seen yet in this part. I ordered 300 plants, about half dozen is all that died. They are doing fine. If I want strawberry plants that I can depend on growing I will know where to get them, you bet. If you want to print this letter in your catalog, you can. I remain your friend and customer.

GRANT PLATT.

Henderson Co., Ill., April 13, 1915.
I received berry plants April 12 in fine condition. Thanks for same. They are the finest plants I ever saw.

C. A. JOHNSON.

Adams Co., Ill., April 16, 1915.
Received strawberry plants in good condition.

E. R. SINNOCK.

Floyd Co., Ind., April 15, 1915.
Received plants today and they are all right. Thanks for your prompt shipment. All O. K.

WM. BIGLER.

Washington Co., Ind., April 21, 1915.
Plants received in good order. Many thanks.

M. E. McPHEETERS.

Knox Co., Ill., April 23, 1915.
Received asparagus plants in good shape. Many thanks.

CHAS. W. WILLIAMS.

Todd Co., Ky., April 20, 1915.
The plants came in good condition.

MRS. R. LESTER.

Morgan Co., Ill., May 5, 1915.
Stuff received in fine condition and now growing nicely.

FRANK J. HEINL.

Christian Co., Ky., April 5, 1915.
The plants received and must thank you for your promptness. Came in fine order. Many thanks for the extra plants.

W. H. HALL.

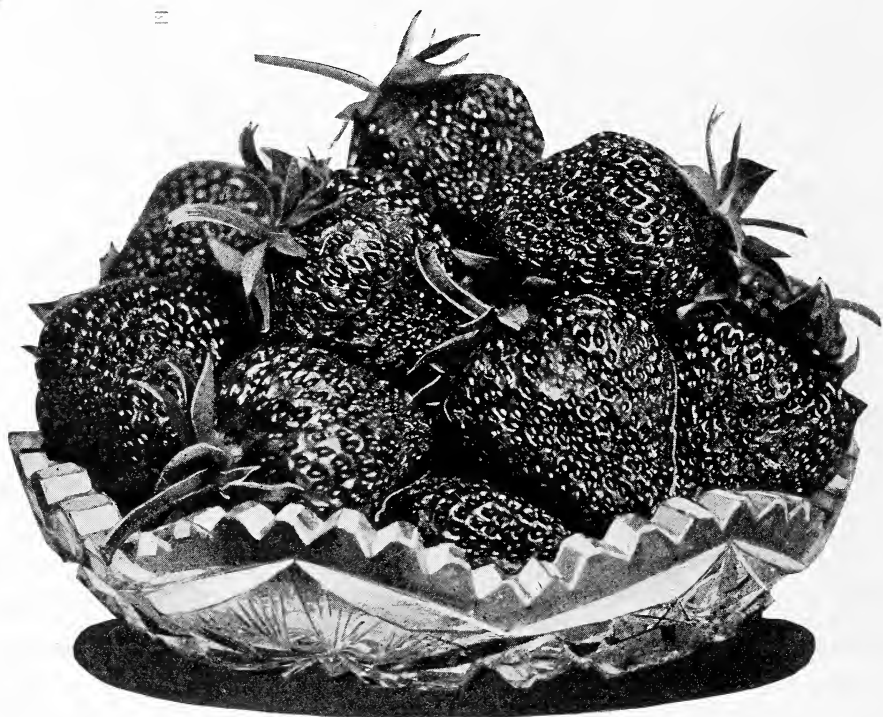
Weakley Co., Tenn., April 5, 1916.
We bought quite a good many plants from you last year which are now looking fine. We want to secure a few more.

PATERSON GROCERY CO.

Johnson Co., Ill., April 8, 1915.
I have received all the plants I ordered from you and can say they are the best plants I ever have received from anywhere, and that is saying a great deal, but is not saying too much.

A. B. MATHIS.

Senator Dunlap



✓ **Senator Dunlap—S—(Medium)**—This variety has done so well that it will be years before many northern growers will plant any other variety. It is a heavy yielder, splendid quality, and sells for the highest price. What more could be wanted? It is a country-wide producer and is so recommended. The plants have enough health to get through on half a chance, and where they have an average show can be absolutely depended upon. The berry itself resembles the Warfield in shape, in color, and in period of ripening. It belongs to the drought-resisting class, yet is not liable to be injured by continued rainy weather during the picking season. It is above the average in the development of a crown and has an unusually long blooming season. A good pollenizer. Any observing grower will detect more favorable points about this berry than is given in this description.

It is not only a splendid market berry, but one of the best for home use, having no superior as a canning berry. Every Northern grower should put Senator Dunlap first on their list and then add such other varieties as may be wanted, but make the main part of your planting of this variety either for market or home use, and if you are going to plant only one variety plant this one.

Klondyke



✓ **Klondyke—S—(Medium)**—The Klondyke is still the most popular of all Southern varieties because of its ability to produce dollars for the Southern grower. Its especially fine quality, appearance and good shipping qualities gives it this ability. I consider the Klondyke one of the best Southern varieties and would advise planting it in preference to all others where one variety only is to be used excepting perhaps some localities. It is a very showy berry, therefore creates a good impression on first appearance. In quality it is excelled by none. Its unusual firmness makes it a most excellent shipper, uniform in size from one end of the season to the other.

Foliage heavy, dark green, rustless and rank, long stems, but the heavy foliage protects the blossoms from possible frost, and other varieties have been known to frost kill right alongside. This is one feature of critical importance to a grower, whether he is a large grower or just a home grower; certainly a home grower should not take chances on planting a variety that frost kills easily. I secured my original supply of this variety about fourteen years ago and am still producing plants from the same strain, which has proven one of the very best.

I have given special attention to the breeding up of this variety during all that time and I am sure that Thomas Pure-Bred Plants of this variety will give results entirely satisfactory to all Southern growers.



Aroma

Aroma—S—(Late)—Among the best of the late ripening varieties. In comparison with the Gandy, it will be found that it commences to ripen a little earlier and will continue to the end of Gandy's season and is similar to it in size and productiveness. It is planted extensively both North and South. Quality the best of any, comes nearer being the true strawberry flavor than all others. It is the best for eating from the vines, with cream, shortcake, preserved or canned. Its shipping qualities are of the best. There is no other variety that will stand shipping better or longer distances. Berry firm, solid and not easily bruised. Color is the best of any variety, dark red all the way through. Foliage clean, healthy and very attractive; size large to very large, and uniform.

This is the one variety that comes nearer being suited to all localities than any other variety grown, as it flourishes and does well in the North and in the South. It is especially adapted to that section of the country where the North and South meet. For several hundred miles both north and south of Mason and Dixon's line it flourishes to such an extent that many growers have discarded all other varieties and grow the Aroma exclusively. By growing this variety you will have berries that always sell for the best market price.

Brandywine—S—(Late)—A berry that has truly earned the popularity it enjoys. Large, deep red fruit, and a top-notch fancy market product, thrives on almost any soil. Ripens with the medium late class. Flesh firm and red all the way through. Productiveness above the average, ships well and is one that can be depended upon to give general satisfaction to growers. Is extra prolific in Northern and Middle States, and in Southern California and Florida. Cream color in center; has a delicious flavor; foliage dark green, roots deep, enabling it to endure more dry weather than most varieties.

Bubach—P—(Medium)—There has been a strong, continuous demand for this berry for many years, which is evidence that it can be depended upon to produce a crop year after year. The berries are large, meaty and fine grained, bright red with a tendency to show a waxy surface. The exposed color extends through to the center of the fruit and the foliage is dark green. The fruit stem is short. It is a prolific and profitable producer.

Chesapeake—S—(Late)—The original home of the Chesapeake is to an extent indicated by its name. It was introduced in Maryland and carries the name of the bay that furnished the state its waterway. It is a seedling and has many good points of many good varieties. The plants are large, vigorous, rustless and without an inferior point. Foliage thick and upright, with an almost round leaf. It is a large stemmed variety and much of the fruit is held from the ground by them. They are similar in size to the Gandy, but more productive, firmer and of better quality. Green tips are unknown in the Chesapeake. It is a good producer on any land that will grow strawberries. One of the best late strawberries.

✓ **Clark's Seedling—S—(Medium)**—One of the most popular berries on the Pacific Coast. This is the first year we have handled this variety, and do not know whether it will do well in the middle west states. Western growers had better send orders early, as our supply is very limited.

✓ **Crescent—P—(Medium)**—This berry is a wonderful producer of fruit of medium size. Close grained surface and solid flesh, features that make it a good shipper. It is a juicy berry with a pronounced flavor, a good canner and one that can be conscientiously recommended for any planter.

✓ **Excelsior—S—(Early)**—This berry has not become famous for the home garden, but for the producer who grows for market purposes. He will get in the Excelsior an extra early berry, one that can be grown profitably, capable of standing drought and heat. A good berry for any professional grower, especially Southern growers. It is a seedling and a Wilson-Hoffman product. No more of any other extra early variety are grown for the market than Excelsior, and it is recommended for its productiveness.

✓ **Gandy—S—(Late)**—The Gandy comes as near standing alone as a superior berry for the late market as any grown. It has more than ordinary firmness, and as a shipper it certainly has no superior. Plants are strong, healthy and good growers. Its color is bright red, smooth surface, dark red seeds, and of delicious flavor. If a soil were to be recommended, a heavy clay soil or bottom land would be suggested. Will keep in good condition on the vine after ripening longer than most any other variety. It does best when some other late variety is planted with it. The Aroma is recommended for this.

✓ **Gibson—S—(Medium)**—Large firm berry, of extra good quality. Good plant maker, and very productive. A very good berry for home use or for market.

✓ **Haverland—P—(Medium)**—This is a mid-season producer and has more competition as such than either the earlier or the late variety, consequently when it is said that the Haverland is a profit producing variety it means a great deal in its favor. The plants are healthy, vigorous and large, producing ample runners and is a producer of recognized ability. It is an extremely hardy variety and so productive that the stems are unable to hold the fruit from the ground. This makes mulching desirable, and that would assist to rapid handling at picking time. It is one of the good old varieties that have always stood good.

✓ **Lady Thompson—S—(Medium)**—This is another great Southern berry. The fruit is of medium large size, a good shipper and has a good market value. It is also grown extensively in Southern California. Hundreds of growers in the South look to the Lady Thompson as their money crop. Another added advantage that it has is that it is one of the best drouth resisters.

✓ **Marshall—S—(Medium)**—A splendid variety for the Western states, where it is grown extensively and for which locality it seems to be especially adapted. Quality of the very best.

✓ **Michel's Early—S—(Early)**—There are few varieties equally well known, but a description is not out of place, that the descriptions of the newer berries may not cause this one to be overlooked by the grower who wants a medium sized, evenly colored berry with a rich, mild flavor, solid meated, and a splendid shipper. Foliage tall, the leaves are long and of light green color.

✓ **Missionary—S—(Early)**—A new early variety from the South, that has been giving the best of results in Florida; is but little grown elsewhere. One of the best up-to-date strawberries of the hour. It is a clean, healthy plant and succeeds well anywhere. It is a perfect blooming variety and heavy bearer, good shipper, fine flavor, excellent quality and ripens earlier than the Klondyke and with the Excelsior. The plant is very hardy and an excellent grower.

Molinda—S—(Medium)—This variety is extensively grown in California and other Western states. It is very productive and thrifty with long fruiting season. I secured my supply of plants from one of the leading growers in California. It is recommended very highly as one of the best Western berries.

Ozark—S—(Early)—After seeing this variety fruited in several localities the past season I have become convinced that this is the best early strawberry on the market. The berry is of the best quality, not so acid as most early varieties, a splendid shipper and prolific bearer. Foliage is of the very finest and a very healthy plant. In appearance the fruit resembles the Aroma very much, also in flavor, and quality. This variety does well both North and South. While this is one of the very earliest variety if not the earliest yet the fruiting season extends to a later date than any of the early varieties.

Red Bird—S—(Early)—Fruit is dark red, fine flavor and good quality, firm, and a good shipper. Plant growth is splendid and the thrifty, healthy plant produces large crops of berries. It has been thoroughly tested in the South, West and North and it is now a favorite with many growers.

Rewastico—S—(Late)—For a fancy market variety you can not beat the Rewastico. Berries are large and of good color. One of the best plant makers we have ever had.

Sample—P—(Late)—The plants are large, healthy and strong. Fruit is of good size, good color and firm. One of the best of the late pistillate varieties.

Stevens' Late Champion—S—(Late)—The berries are large, dark red, rich flavored fruit, commanding a market price productive of the greatest profit. Mulching with this variety is hardly necessary as the strong stems hold the fruit erect and from the ground. Plants grow strong runners and lots of them. It is staminate, with an unusual quantity of pollen.

Tennessee Prolific—S—(Medium)—If you want a vigorous and a thrifty grower with full assurance of crop besides, the Tennessee Prolific ought to be planted, whether for market or for family use. The berries are of medium large size and in color a bright crimson and in shape longer than the average. Fine grained flesh, well juiced, popular as a canner and a shipper of recognized quality. It is one of the large calyx species and produces abundantly of runners and of plants.

Texas—S—Lighter in color than the Excelsior and the fruit is sufficiently firm to be shipped to advantage. It is of extra early staminate and a good producer. The waxy surface of the ripened berries make a very attractive appearance. The fruit is rich and juicy and stands high for canning purposes. It does well in any soil and in any climate and is among the standard market and table varieties.

Three W's—S—(Medium)—The berries are large, well flavored, deep red color. The bearing season is very long, from mid-season to late. A good market variety because of its good keeping qualities.

Warfield—P—(Medium)—This is a pistillate variety and has a popularity that comes to but few varieties. It has a large, beautiful, cone-shaped berry, with a fadeless dark red exterior, and the dark red color is retained to the center of this exceptionally juicy fruit, which is just tart enough to be deliciously palatable. It is a popular berry for canning, a good looker in market, a superior shipper and its general appearance on the vines is retained after it is in the market.

Asparagus

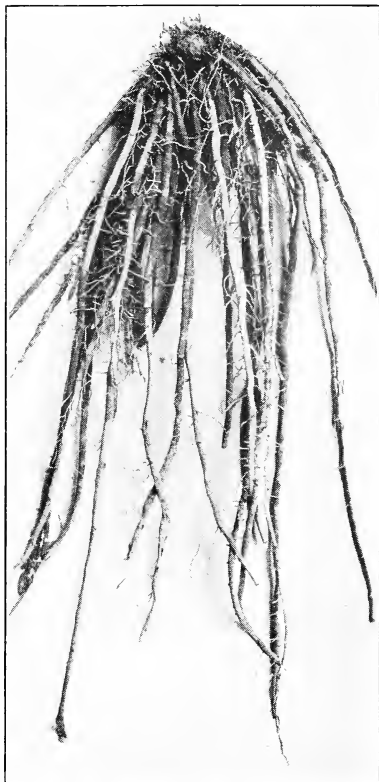
OUR asparagus plants are grown from seed that I obtained from a German grower in this country who grows the best asparagus in the country. If you could see how he takes care of it you would not wonder at the quality and quantity of the asparagus he ships, nor at his bank account.

After the shipping season is over he lets the field go to seed and takes care of it and gathers it for me, and in this way you get asparagus grown from seed from the finest field of asparagus in the country. This German is so particular as to the way his asparagus should be cultivated he won't let a hired man cultivate it and he and his boys do this themselves.

FRENCH GIANT ARGENTUEIL—This is becoming one of the leading varieties of asparagus, and is being planted more extensively now than all other sorts. Its stalks are of mammoth size and of the highest quality. It is always in demand in the market and sells for the best price.

PALMETTO—Produces shoots of very large size, which make it very valuable for market, and is now being planted largely.

I consider the French Giant Argentueil and Palmetto the two best varieties.



Asparagus Root



Asparagus Very Profitable

In Great Demand in All Markets. How to Plant,
Cultivate and Market.

ASPARAGUS is grown for the tender young shoots which grow in great numbers from the roots early in the spring, and is considered by far the choicest of all early spring vegetables. It is in great demand in all markets, selling at very fancy prices, and is one of the most profitable crops grown. The demand for it is growing faster than the supply. Asparagus growing is still in its infancy. It is being planted only in a limited way and in but few localities. It would be more extensively grown if the proper way of planting, cultivating and marketing were generally known.

The land should be plowed thoroughly and deep and put in good condition with a harrow. Rows should be marked off with a two-horse plow, four feet apart, going twice in same furrow, making it as deep as possible. There will be several inches of loose soil in the bottom of the furrow, on which to place the plants, the crowns of which should be five or six inches below the level of the ground. The plants should be set from twelve to eighteen inches apart in the row. They should be covered with about one inch of soil when planted and as soon as they commence to grow the dirt can be worked to them with cultivator until the ground is level. A field, when once established, will last for years.

Asparagus should be well fed with manure or commercial fertilizer, which can be applied at almost any season of the year. Manure is either spread on top of the row late in the fall and covered with a plow, thus leaving a ridge until spring, or is applied in a furrow close to the row, either in spring, summer or fall. This gets the manure close to the roots and is considered the best way to use either manure or commercial fertilizer. Stock peas can also be used to help in fertilization and to keep the soil loose. They can be sowed broadcast when the cutting season is over.

Cutting for market commences one year after planting and as soon as the stalks are a few inches high.

The cutting should be very light the first year, nor should the season be long. The second year more may be cut, and the season may be longer. By the third year the asparagus field will have reached maturity, and the cutting should include every stalk that puts up, and may continue as long as the market will justify and the weather will permit. The shipping season of the well matured field will last from six to eight weeks, sometimes longer. It is not advisable to continue cutting after the stalks commence to diminish in size or spindle.

Keep all the stalks cut during the shipping season, even if some are too small to ship. The cutting should be done every day during the shipping season. The stalks are tied in bunches with tape or rubber bands, each bunch containing a handful of stalks. The stalks in the center of the bunch should be as large as those on the outside. After the stalks are bunched, with a knife cut the butts off the stalks smooth, leaving the bunch the proper length for the box.

For shipping they are packed in sectional boxes, each section holding one bunch, with twenty-four bunches to a box. When packed, the box and contents weigh about fifteen pounds.

There is always a good profit in asparagus, but strictly fancy stalks always sell for the highest price. To get the best price, grow the best asparagus by liberal cultivation and fertilization, and pack it so that it will be attractive.

The varieties I offer are dependable ones—of high order and superior merit, and in advocating the growing of this popular spring vegetable I do so with a sincere feeling that the grower's well directed efforts will return to him a profit that can be compared with but few if any other vegetable.

Manatee Co., Fla., April 10, 1916.
Strawberry plants arrived today in good condition. Thanks for prompt service and full count.
G. A. MORROW.

Macoupin Co., Ill., April 19, 1916.
The strawberry plants came Tuesday the 18th. Were ordered Saturday the 15th. They look fresh and nice. Thanking you for prompt delivery, I remain,
A. S. MOORE.

Kane Co., Ill., April 24, 1916.
Plants arrived today and appear in excellent condition. Thanks.
H. M. HANAFORD.

Van Buren Co., Ia., April 25, 1916.
Received the strawberry plants all O. K. They are certainly fine.
E. B. SCOTT.

Weakley Co., Tenn., April 1, 1915.
Will say the plants I received from you are very nice, in fact the best I ever saw. I am well pleased.
J. E. CROSS.

Essex Co., N. Y., July 15, 1915.
I have picked 139 quarts of berries off the Senator Dunlap plants this spring that I got of you two or three years ago. They are fine. All the neighbors are wild over the berries and a lot of green berries on the plants yet. We ate a lot of them, and I sold them at 20c a quart. I have made \$25.00 off from them now.
MRS. ANDREW J. CRAM.
(There were 75 Dunlap plants shipped April 10, 1913.)

Jackson Co., Tenn., July 13, 1915.
I want to tell you that I have got the finest berry patch I ever saw. My Lady Corneille just can't be beat. I don't believe I lost 50 plants out of the 2,000, and everybody that bought of you are all well pleased. There were some that bought from some one at Bells Station, and there is a big difference in the looks.
R. C. BELTON.

Pinellas Co., Fla., July 9, 1915.
I was well pleased with the plants I got from you two years ago.
W. S. GASTON.



Bradford County, Fla., Feb. 28, 1914.
I mailed you my order on Saturday and received the plants Thursday following almost as fresh as when first dug. Enclosed photo of last year's patch of Thomas plants 90 days after planting. Every plant produced a good crop.
J. M. BROWNLEE.

Pinellas Co., Fla., April 9, 1915.
The writer has bought of you the past four years with the exception of last fall when he bought local plants, and the experience has not been to his liking. Your plants have, without a single exception, given our buyers excellent results and were successful with every purchaser that used the least bit of care and common sense along with the necessary labor attached to strawberry culture.
PINELLAS MERCANTILE CO.

Lee Co., Ill., April 12, 1915.
Was well pleased with the Senator Dunlap strawberry plants received from you some years ago. Had large crops of berries and they were superior as a canning berry.
EUGENE P. HENRY.

Massac Co., Ill., April 10, 1915.
I received my strawberry plants in fine condition. Was greatly pleased, as I have never received better plants.
ED. M. BARRETT.

Osceola Co., Fla., June 28, 1915.
I got of you last year 100 Lady Corneille and I think they are the berry for this section. Many people called to see them and all agreed that they far excel.
W. H. REAGAN.

Union Co., Ill., April 3, 1915.
Enclosed find check for 100 strawberry plants. They were fine plants and arrived in good shape.
JOE STADLEBACHER.

Champaign Co., Ill., April 3, 1915.
The strawberry plants arrived in fine shape and have been planted out in my garden.
HENRY M. DUNLAP.

Cook Co., Ill., April 4, 1915.
I received the strawberry plants all right.
S. HAZELWOOD.

Haywood Co., Tenn., April 9, 1915.
Fifty baskets Klondyke plants received this morning in first class condition.
E. C. KING.

Weakley Co., Tenn., April 9, 1915.
Am well pleased with plants I have received.
A. W. MITCHELL.

Will Co., Ill., April 12, 1915.
The other strawberry plants came in fine condition.
MATTHEW TABBITT.

Pinellas Co., Fla., July 3, 1915.
The plants received of you once before were the best and finest plants ever seen in Pinellas Park.
L. R. CLARK.

Fairfax Co., Va., April 15, 1916.
Received plants O. K. Will make report later.
ROBT. L. MOORE.

Tangipahoa Co., La., April 15, 1916.
Received the berry plants, Feb. 2, 1916; planted them Feb. 17, 1916; picked first pint berries April 15, 1916, just 58 days; going some, ain't it? Plants are covered with fruit and blooms. Will send full report when season is over.
WALTER A. TAYLOR.

Alexander Co., Ill., Jan. 19, 1915.
I received your new catalog. It is as fine as one as I ever saw.
DR. SAMUEL DODDS.

Buchanan Co., Mo., Jan. 24, 1915.
I think it was about this time of January, 1910, I sent you a small order from Winthrop, Ark., for some strawberry plants, of which I received in due time. I congratulate you. Were fine. Everyone of them lived and done well.
R. E. FOGARTY.

Clay Co., Mo., Jan. 23, 1915.
I just received your catalog. I would like very much to order some plants from you, as I tried some of your plants about four years ago—Dunlap, Aroma and Gandys—and they are sure fine.
HENRY MINTER.

Los Angeles Co., Calif., Jan. 29, 1915.
All the plants have reached here in splendid condition and the people concerned are in great joy.
S. TERAOKAWA.

Sheridan Co., Wyo., Feb. 1, 1915.
The Senator Dunlap I received from you all came through the winter in fine shape; lost out of 1,000 only 8 plants. They are just fine.
WM. SMITH.

Los Angeles Co., Calif., Jan. 31, 1915.
I received 5,000 and 3,000 both of Kiondyke plants today, so that plants very nice with please me satisfaction and I was very glad.
A. SAKAMOTO.

Champaign Co., Ill., Feb. 6, 1915.
Have just looked through your strawberry pamphlet. It is certainly a dandy and will no doubt sell you a lot of plants.
H. W. DUNLAP.

Oklahoma Co., Okla., Feb. 5, 1915.
I got plants from you several years ago and they were fine. Don't think I lost one half dozen out of 500.
MRS. CLEM DEARDORF.

Greene Co., Mo., Feb. 5, 1915.
I ordered some of your strawberry plants three years ago, planted them in a very poor place, and in spite of the neglect and poor cultivation I had the finest results of any of my neighbors. The finest plants I ever bought and that is why I am sending you another order.
H. T. MARSHALL.

Marshall Co., Ky., July 2, 1915.
The strawberry plants I bought of you last spring are looking fine.
J. C. WOOD.



The above picture shows Mr. O. Cooper and his strawberry beds in Bermuda. The thick heavy rows in the right of the picture show how Thomas Pure Bred Plants grow in the Bermuda Island. The other part of the field was planted with plants from other sources. My plants have proven such a success in Bermuda that practically all the strawberry plants now used there come from my plant farm.

ORDER SHEET.

**W. W. THOMAS, The Strawberry Plant Man,
ANNA, ILLINOIS.**

AMOUNT ENCLOSED.

P. O. Order - - \$_____

Exp. Mon. Ord. \$_____

Draft - - - - - \$_____

Cash - - - - - \$_____

Total - - - - - \$_____

the way you wish plants sent.

[illegible]

DO YOU KNOW OF SOME ONE WHO WOULD
LIKE TO HAVE THIS CATALOG

I will consider it a special favor if when sending in your order you will be so kind as to give me below the names of any of your friends or neighbors who are interested in strawberries and my catalog will be mailed to them. I know they will be pleased to receive it and you will be favoring both them and myself.

[illegible]

Thomas' Pure Bred Plants Are Best

McLean Co., Ill., Feb. 16, 1916.
Plants we got last year did fine. We are thinking of trying out some everbearing. What is your advice? Please send catalog.
JNO. S. CAMPBELL.

Los Angeles Co., Calif., Feb. 16, 1916.
I received the 10,000 Klondyke plants in splendid condition.
S. ARAKI.

Madison Co., Mo., Feb. 21, 1916.
Please send plants as soon as you think it will do to put them out. Wish to say that I am well pleased with plants bought from you heretofore.
MRS. P. WILSON.

Benton Co., Ind., March 2, 1916.
I have a very fine garden of strawberries from the plants you sent me last fall; they made a fine growth and I think will have a lot of berries this year. When in need of strawberry plants will surely send to you.
H. G. TEMPLETON.

Obion Co., Tenn., March 2, 1916.
The plants I bought of you last year certainly did fine and I have very flattering prospects for fruit this season.
MRS. S. D. CLEMMONS.

Dinwiddie Co., Va., R. 3, March 14, 1916.
The strawberry plants arrived all O. K. a week ago, am much obliged to you for promptness. They are fine plants and I am well satisfied.
CHAS. FRANKLIN.

Bradford Co., Fla., March 21, 1916.
Plants reached me in good shape. Sorry I haven't been able to plant more. We have had an awful drouth here and have been unable to set many.
D. T. CLARK.

Haywood Co., Tenn., March 27, 1916.
Strawberry plants arrived in good shape and want to say that our business has been very agreeable. Will assure you that when I need anything else in your line will be glad to call on you and will tell all my friends about you and turn you any business I can.
ROBT. S. SIMPSON.

Cuba, Dec. 26, 1915.
I have been informed that the last two shipments of strawberry plants were good, strong, healthy looking plants, and have taken very nicely on the new ground.
DR. J. M. QUILEZ, P. O. Box 199.

Santa Clara Co., Calif., Dec. 30, 1915.
The plants arrived the 26th in the very best condition. Thanks for the fine way in which they were put up. On Christmas a fine platter of ripe berries picked from Red Bird plants. Weather fine.
MRS. M. G. DOUGLAS.

Pulaski Co., Ark., Jan. 5, 1916.
I thank you for the shipments to me last fall and the nice healthy plants and neat packages. It is satisfactory to deal with a firm like yours. I am expecting to sell quite a few strawberry plants for spring delivery as well as fall trade, and will take pleasure in giving you my orders in the near future or as soon as season will allow safe planting out.
J. C. SOUTHALL.

Hamilton Co., Ind., Aug. 21, 1915.
I want to put out some strawberries and would like you to send me your catalog. I bought a bill from you when I was in Rosenberg, Texas, which gave good results.
E. P. WHISMAN.

Hidalgo Co., Texas, Jan. 3, 1916.
The strawberry plants which I ordered from you came through in fine shape. If you have more like them you may send me 1,000 more.
GEO. A. BROOKS.

Galveston Co., Texas, Nov. 16, 1915.
Will let you know that the plants, 21,000, arrived fine, and I am well satisfied.
SAM DIBELLO.

Puellas Co., Fla., Nov. 21, 1915.
I write you to thank you for your fine plants. They were simply fine. I was well pleased with them and will always be your customer, and another season you will get lots of orders from here.
HENRY SANDERS.

Los Angeles Co., Calif., Jan. 21, 1916.
Received your plants at Moneta which you sent me. These plants are best and young and am satisfied with all, so I am very thankful to you for your kindness.
GEO. K. TAMAGUCHI.

Tangipahoa Co., La., Oct. 17, 1915.
First lot of plants received in fine condition.
FARMERS CO-OPERATIVE ASSN.

Duval Co., Fla., Oct. 19, 1915.
Beg to advise that I received the order of strawberry plants all O. K., and same were in good condition. Also would like you to send the following order.
MRS. CORA BAKER.

Weakley Co., Tenn., Oct. 20, 1915.
Met you at Greenfield last season, also purchasing some of your plants which done fine.
C. L. BRAY.

Essex Co., N. Y., Oct. 19, 1915.
Plants arrived in fine shape.
SIDNEY CRAM.

Harrison Co., Miss., Nov. 18, 1915.
You will find enclosed M. O. for \$1.25, for which I will thank you to please send 1,000 strawberry plants of the Klondyke variety I bought a thousand plants from you through the G. S. Co., of Biloxi, and they are such nice plants I would like a few more.
FRANK J. RAYMOND.

Allegheny Co., Md., May 1, 1916.
Received the plants all right and much obliged to you for sending them.
PETER BENDER SMOOSE.

McLean Co., Ill., May 1, 1916.
Plants received in first class condition; they are all set out and growing nicely. Thanking you very much for your promptness, I remain,
E. FRITZ.

Estill Co., Ky., May 23, 1916.
My strawberries that I got from you last year are just loaded and are a good size, considering the dry weather. My neighbors are after me to order them some, so I would like to know if they can be successfully planted if set out as soon as this crop is gone.
F. H. GOULD.

Osceola Co., Fla., Oct. 14, 1915.
I received plants O. K. They arrived here in good shape.
THOMAS BROOKS.

Duval Co., Fla., Oct. 12, 1915.
The Klondyke strawberry plants arrived all O. K. I am very much pleased with them. I shall want from 25 to 50,000 more.
A. J. NEWMANN.



Give Your Boy a Chance to Show What He Can Do With An Acre of Strawberries

H E'S BEEN a pretty good boy for you, hasn't he? A real hustler FOR YOU. Perhaps he still is—or maybe he is beginning to look away from the old farm—maybe he has talked to you about hustling for himself. Give him a chance to do SOMETHING FOR HIMSELF—on the old farm. You do not want him to go away, and how about the mother—wouldn't she like to see him stay on the old place? Give him an acre—loan it to him—go shares with him—but SOME WAY get him started for himself on an acre or more. Have him set it out with Thomas Pure Bred Strawberry Plants. I will choose the varieties best suited to your soil and climate. Give him a chance and the first thing you know he will be making more dollars for money invested and ground used than you will be making off any other part of your farm. Here's a way for you to square up with the boy for past faithfulness.

And say—

Why Not Fix Up An Acre for the Wife, Too

L ET HER have all the profits from it. That \$250.00 to \$500.00 would come in mighty handy. Perhaps it would help out on that piano, those rugs, chairs or other furniture that you know she wants.

The profit from an acre of Thomas Pure Bred Strawberry Plants would give you and your wife a nice outing for a week or two. A trip with you would give her pleasure and do you both a world of good. Say, how long is it since you and your wife have had a real vacation? Perhaps you have had some, but how about you AND the wife? "Strawberry money" pays for our outings. Why not get busy and have some "strawberry money" of your own?

"Strawberry money" is "college money" in our home. Does the boy and girl want to go to college? "Strawberry money" is the easy way.